PRINTERS'

INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CV, No. 13

NEW YORK, DECEMBER 26, 1918

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THE Hygienic Products Company of Canton, Ohio, manufacturer of Sani-Flush, has an unusual advertising problem—and an unusual product. Sani-Flush is a specialist. It does just one thing—cleans closet-bowls.

Starting with a small appropriation which has been gradually increased, Sani-Flush advertising has been growing in intensity year by year.

And with the steady increase in the advertising appropriation, steadily increasing sales have gone hand in hand.

It is with a distinct feeling of pride that Advertising Headquarters can point to the Hygienic Products Company with whom we have worked for years, and by whom we have been graciously allotted a generous measure of credit for the healthy growth and success of their business.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
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Standard Farm Paper Circulation Means Real Farm Circulation

When you advertise in farm papers you expect to reach farmers, do you not? That's what you pay for, isn't it?

We could get town and city circulation and charge you for it-

BUT

clearly, you would not be reaching farmers, and it would be the most expensive way of reaching city people.

THE STANDARD FARM PAPERS are edited for farmers and seek only real farm—not city—subscribers.

In selecting farm papers, find out how much real FARM CIRCULATION they have.

The Standard Farm Market

(Over One Million Farm Homes)

Sell A Standard Farm Paper Subscriber And You Sell His Neighbors Too

The Standard Farm Papers are:

Prairie Farmer, Chicago

Pennsylvania Farmer
Established 1880

The Breeder's Gazette

Hoard's Dairyman
Established 1876

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Western Representatives STANDARD FARM PAPERS, Inc. Conway Bldg., Chicago Wallaces' Farmer

Progressive Farmer Established 1886

Birmingham, Raleigh Memphis, Dallas

The Wisconsin Agriculturist

Pacific Rural Press

Betablished 1870

The Farmer, St. Paul

resontatives

M PAPERS, INC.

M PAPERS, INC.

Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS'

INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK, DECEMBER 26, 1918

No. 13

Is a "Wave of Advertising" Coming?

Men in a Position to Know Say We May Expect 1919 to Exceed by a Wide Margin All Previous Records

By Bruce Bliven

EVERYONE connected, even remotely, with advertising, knows that since the signing of the armistice, domestic business in the United States has taken a great forward leap. This has been true of the unadvertised, basic raw material industries; and it has been even more true of advertised goods. The increase in advertising, as any publisher will tell you, has been remarkable. If there is any such thing as a pessimist left, here is a cure for him: let him go and talk to a dozen or fifteen "key" men in advertising and advertised business, as the writer of this article has recently been doing. He will get a report of expansion and development of business which is truly remarkable.

This condition presents a problem itself, however, of the utmost importance to advertising interests. Is this a temporary boom which will be followed by a slump? Or is it the beginning of a wave, the crest of which is still to be reached? Will wages remain at a high enough level even with prices coming down, to discourage some manufacturers of potentially advertisable specialties? Or will the "hungry" market encourage manufacture under even the most difficult conditions, with advertising used to create quick and widespread distribution?

The vital seriousness of these questions is easily discernible. Not only are they important to

publications and other advertising mediums, to whom volume of business means bread and butter; but to advertisers themselves they are hardly less interesting, since the volume and character of the advertising done by your competitors is often a vital factor in determining the amount and character of your own creative sales work.

The manufacturer who holds off his advertising and selling plans now in the expectation of more favorable conditions a few months hence as to wages and the cost of materials, is making the mistake of his life, if the men whom PRINTERS' INK has consulted are right in their practically unanimous viewpoint. As one man (who, by the way, has no advertising space to sell) put it:

"Every indication points to a greatly increased volume of advertising, and a large number of new advertisers in a wide range of fields, in the near future. Competition in the domestic field will be sharp, as manufacturers, whose productive capacity has been greatly expanded by war conditions, look about for new markets. Of any group of competitors, all of whom are beginning to advertise either for the first time, or on a greatly expanded scale, the man who is first in the field will enjoy an obvious advantage.

"That advantage may in itself

"That advantage may in itself compensate him for any disadvantage he is under at the begin-

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ning, in regard to wages or cost of raw materials; but even if it did not, the future situation on both these items is at least an open question. Over and over again we get the assurance that prices on many products will not be lowered for many months to come. Under the circumstances, I believe it would be folly for anybody to wait until he is at the tail of the procession before he

starts active work."

Turning to the specific details of the situation, PRINTERS' INK finds that advertisers of practically all classes, and representing almost every advertised product, are planning largely increased appropriations for 1919. To make a list of such advertisers would be to recite a very large proportion of all the important purchasers of space in the country. In this article, therefore, we shall confine ourselves to a statement of the tendencies noticeable. general without discussing particular

As everyone knows, many manufacturers of advertised products have been curtailed in their output during the last months of the war by Government restriction, and while to a remarkable extent, these advertisers have continued their publicity efforts, the fact that there has been no occasion for selling efforts has resulted in holding their appropriations down to a minimum, while their copy has been institutional in character. These facts are too well known to our readers to need amplification. The important thing at present is to know that, with Government restrictions either entirely removed, or rapidly being loosened, advertisers are "coming back" full force.

The makers of advertised foods which use sugar as a basis, in particular, had very hard sledding during the closing days of the conflict. To-day, they are planning on big advertising campaigns for 1919, which will recover lost ground and make up for lost time.

A publishing house which is one of the strongest in the field of women's publications, reports that

already one hundred thousand dollars' worth of increased space has been contracted for, for the coming year, by about ten advertisers of food products. These include copy for a table syrup, for a line of "pocket candies," several breakfast foods, a "family" of food products, etc. The manufacturer of a patent pancake preparation is planning to increase his appropriation several times over. A manufacturer of cocoas and chocolate has increased his appropriation by 25 per cent. Every day one hears similar stories from other big advertisers.

WHAT OF AUTOMOBILES?

Automobiles again, have constituted an important element in advertising in the past, though with "100 per cent war work" staring them in the face on January 1, they have had little to say to the public about passenger cars for some months past. How quickly they have made their "about face" since the armistice is indicated by the fact, announced in the advertising pages of PRINTERS' INK last week, that in Collier's seventeenth annual automotive supplement there appears advertising of the automobile industry to the extent of \$110,000.

Even if there is a "price war" among the automobile interests, there is an evident determination to take full advantage of the opportunities offered by advertising, as is indicated by the outlined plans of some of the individual manufacturers, already recorded in the pages of PRINTERS' INK. In fact, some of the automobile manufacturers are not only practicing optimism and confidence but preaching it as well! In an advertisement last week in the New York dailies, two distributors of Pierce-Arrow trucks urge, in the headline: "Don't let your wheels slow up!" while the copy goes on to say:

"There is big work to be done. New markets wait for those who can deliver the goods. Keep your factory wheels turning and your goods moving. The future belongs to those who act quickly."

When Seeking Trade Expansion in New York City Through Advertising

No advertiser or space buyer should overlook the consideration of The New York Globe as the most effective medium to reach the largest number of those with money to buy.

The Globe does not boast of the largest circulation, for mere quantity is not the acid test of the advertising value of a newspaper.

Notwithstanding this, a study of your A. B. C. reports will show that The Globe has practically as much circulation in New York City and immediate suburbs as some other papers with larger total circulations.

The Globe could add 50,000 or 100,000 to its circulation by artificially stimulating increased sales at distant points, but it does not do this because it considers that such circulation is of little value to its local advertisers, and would necessitate radical increases in advertising rates not justified by results to advertisers.

The Globe's constituency, with its intensified confidence in The Globe as a safe, sane, dependable newspaper, is reflected in its advertising columns, as well as in its news columns, and makes it the cheapest buy per dollar of results.

The Globe treats all advertisers alike—"foreign" and "local," gives every one engaged in the business of advertising a "square deal," and will ever be found at the head of the progressive procession.

The New York Globe

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JASON ROGERS, Publisher

Member

From many sources come indications that the only factor making for inactivity at this time is the one already noted, the belief that wages and the cost of raw materials will soon come down, and that this will permit manufacturing under more advantageous conditions. From equally varied sources come statements indicating that this will not be the case, and that the manufacturer who holds back now is depriving himself of great advantages in a strongly competitive future market.

As was recorded in Printers' INK of December 19 (p. 151) the joint convention of the National Hardware Manufacturers' Jobbers' Associations at Atlantic City, December 9 to 13, reported no signs whatever of a drop in prices for some time to come. Several firms made definite guarantees that their prices would be maintained for ninety days; and one firm, for a year. The Nation-al Association of Manufacturers, through its committee on readjustment after the war, last week issued a statement that "our country is on the threshold of a most unprecedented business expansion," due to the fact that "the factories and stores of the United States are at present almost de-pleted of their stocks."

It would be a mistake to assume that the increase in advertising, which we are now seeing, all emanates from domestic advertisers. Just as our business men are turning their eyes to the export market, so the industries of other countries are considering the United States as a possible sales field, and this purpose in many cases necessitates the use of advertising. Our readers may remember one group of British manufacturers, representing nine-ty per cent of their industry, who long ago prepared a co-operative advertising campaign to appear in mediums in the United States after the war-the industry in question being one where less than five per cent of the houses advertised at all, before 1914. It is significant that PRINTERS' INK has

received from all parts of the world in the past three months far more inquiries from manufacturers desirous of advertising and selling in this country, than in the three years before that. manufacturers ask about mediums, rates, circulations, and selling facilities, as well as about advertising agencies. Also, if the inexorable Business Department will permit me to mention it, the increase in PRINTERS' INK'S own circulation in all parts of the world has a certain significance in this direction, On the day that this paragraph was written, for example, nine subscriptions were received from New Zealand alone—and that is a country which in the past we have not regarded as much of an exporter to the United States, other than in basic products, agricultural and mineral.

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TIDE ON THE FLOOD

In the opinion of the publisher already quoted, the wave of advertising which is now in sight will not reach its crest for at least "We are another six months. bound to see a great development of new advertisers," said a representative of this house. manufacturers who before the war were content to drift along without advertising, have had a rude awakening. The Government's advertising campaigns have been an effective demonstration of the power of publicity. Also, during the war advertising salesmen, representing the various publications, and other mediums, have been hard at work on some of these manufacturers, who have postponed advertising 'until after the war.' This excuse for delay no longer exists, and as a result quite a number of new advertisers will begin campaigns very shortly.

"Without realizing it, America has gone through a profound economic revolution. The middle classes and the lower classes to-day have more money than they ever had before. While it is well to be conservative, it is evident that this shifting of wealth has created new buyers for many ad-

(Continued on page 146)

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Are You In a Rut?

Investment Bankers as a class never believed in advertising. There were, in round figures, about half a million bond investors in the United States for whose patronage the bond-houses in the various financial centres competed among themselves. Apparently it never occurred to these conservative gentlemen that a great market existed all around them if they would only get out of their rut and do business on a 1918 basis.

Then along came the U. S. Government, and with the aid of a big up-to-date advertising campaign sold about sixteen billion dollars worth of bonds to between twenty and thirty million investors.

The market hadn't changed—just a matter of going to it.

How about your market? Are you overlooking the small towns and rural districts? There are over 75,000,000 people living in towns of 25,000 and under, and 86% of the circulation of The American Woman is located in these towns.

AMERICAN WOMAN

"A Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office WM. F. HARING, Mgr. Flatiron Building, New York



Why every firm with more than local sales should have this book

It gives:

The latest official population figures for every city and town in the United States with a population of 500 or more. In 1910 there were 23 cities of 100,-000 to 200,000. Today there are 37.

The number of people within ten miles of the boundary of every city of 100,000 and over. The number of families in every state—the percentage urban, the percentage rural.

The distribution by states of America's 6,361,502 farms—the number operated by renters—the number by owners.

The value of farm property per farm and the relative value of farm land, farm buildings, live stock,

implements and machinery. The average value throughout the nation is \$6,444 per farm. In

Pennsylvania	it	is		,	\$5,715
Iowa	66	"			17,259
Alabama	"	66			1,408
California	"	"			18,308

The number of dealers, wholesale and retail, in representative trades in every state and in every city of 100,000 or over.

What firms who are using this book say:

"Of great benefit to me in convincing our factories on matters of distribution, to say nothing of its help in laying out sales operations."

"The figures you give are something I have had to hunt for repeatedly."

"I have been wanting just such a book in connection with our plans for 1919, and we have already put our copy to work. I have never before seen population figures worked out in such a way as to exactly meet our needs."

In directing your sales operations in accordance with the changing population, you will find this revised edition of Population and Its Distribution helpful. It contains 218 pages, handsomely bound. We shall be glad to mail it on receipt of the price, \$2.50.

J WALTER THOMPSON COMPANY

ADVERTISING

New York, 244 Madison Avenue. Chicago, Lytton Building. Boston, 201 Devonshire Street. Detroit, Kresge Building. Cincinnati, First National Bank Building.

Finding the Right Man in the Firm to Sell

About the Agency Solicitor Who Failed to Sell the Right Man in the Firm and the Account Which Couldn't Make Good Until the Point of Contact Was Found

By A. H. Deute

I NASMUCH as this happens to be a true story, and the firm and the agency are both quite well known, we'll have to change the names a little, but if anyone is sufficiently interested to know the particular parties, we would not mind telling them privately.

John Smith has a cracker factory. Eleven years ago, he signed up for an advertising campaign. He believed in advertising, but the

campaign fizzled out.

Smith is a fighter, so three years later, he tried it again. Again the thing fizzled out. Not for any apparent reason. Everything looked all right, but results just didn't seem to come. Smith felt he was on the wrong track, so quit again to try to find his bear-

inge

Four years ago, Smith tried it again. He had another agency on the job. Now, while the copy has been no better and the general plan no different from that put up by most agencies, the cam-paign is a distinct success and right from its inception the advertising has pulled, sales have jumped, the business has made big strides alongside of competition in the same field and the general cost of doing business, in which the advertising has been included, has been lowered. From a distinctly local proposition, a mighty local one at that, the business is now reaching over into the national market.

Now, then, just what was the difference between the first two tries which failed and the third which is succeeding? In a word

-what happened?

The one thing which is making the last try successful, while the first two failed, is that the real point of contact has been foundthe proper co-ordination and cooperation which was lacking in the two failures has been secured for the third try, and the consequent success is the logical result.

If you will stop to look, you'll see the following condition in many other factories: John Smith, the owner of the business, to whom the advertising was sold, is a financial man—not a true manufacturer. That is, he is not a man with vision, with imagination, with a farsighted mind. He does not make his product for its own sake, but, looking at it from a financial standpoint, regards it a vehicle to carry money profitably.

a vehicle to carry money profitably. Up in his factory, he has a good superintendent, because Smith is good enough business man to know the value of good men. This man is the real factory. He is an artist—a dreamer—a manufacturer in every sense of the word. Smith is the control, but Tom

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Higgins is the real manufacturer. The first two advertising "tries" did not count Tom Higgins in on the thing. It was a good deal as if Smith's banker had decided that Smith should advertise and told an agency to go ahead, so far as the relation between the actual factory and the advertising agency was concerned. While Smith had faith and was willing to pay the bills, Smith was the wrong man for the agency to work with. Smith could "pass" on the plans and the advertising well enough, but when the advertising ran, it was not in sympathy or in accord with the real manufacturer-the superintendent.

But when the third agency man came on the job, he started to wander around the factory for days at a time, and in his rounds he naturally bumped into Higgins

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DEPER we dug into the winter weather the more fun indoors Dad and I had making things. Got quite a few tools, but we can't resist some of those tools we saw at Billy Barton's the other night. You know, Billy's father is a master carpenter and knows a few things about tools, and maybe Billy hasn't some, too!

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Dad got all fumed up about my being handy with tools, so we took count of stock and found we needed some. What kind shall we get, Billy, said Dad. I didn't know off hand. Then Dad hit one of those old happy thoughts of his and he said, you Billy, run upstairs and get some of the back numbers of The American Boy. And, I did. And, we went over a lot of ads that put us straight on what we wanted and we pretty soon had a list made out. You'd be surprised to know what a lot of tools we got for a moderate sum.

What we like about these Keenedge tools we read about is the way they

hold up. Dad says they have anything in the tool line licked to a standstill. And, Dad knows. Every time he picks up one of those Keenedge tools he sort of sighs and looks at our old tools and says, Billy, I sure wish all our tools were the Keenedge kind.

And, Dad never gets weary telling fellows who come in that we found the Keenedge tools through The American Boy! Billy Byer.

AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

500,000 boys read The American

Boy.

They or their parents pay \$2.00 a year for it—buying power!
They average 15½ to 16 years old

They average 15% to 16 years of —buying age!

They have much to say about family purchases—buying influence!
The American Boy goes into 245,000 of the best homes in America—leadership!

"Where there's a boy there's a family."

Member A. B. C.

THE SPRAGUE PUBLISHING COMPANY

BASTERN OFFICE E. E. MURTHEY, Manager 186 Fifth Avenue NEW YORK CITY, NEW YORK J. COTNER, Jr., Sec'y-Treas. DETROIT, MICHIGAN WESTERN OFFICE LLOYD H BUNTING, Manager 1418 Lytton Building CHICAGO, ILLINOIS



and it did not take him long to find out that Higgins was the factory—the man with whom he must work to make the thing a success. It became evident that Smith was the financial end, but if an advertising campaign was to be evolved which would have back of it the co-operation from the factory which every campaign needs to be successful, then in-stead of working with Smith, the agency would have to work with Higgins.

And then results began to show. What Higgins did not know about advertising and merchandising, the agency did, and what the agency did not know about crackers, Higgins had at his finger's ends.

Seated in the superintendent's office, the factory head and the agency men talked advertising from the ground up and Higgins was shown how a factory could and must co-operate with the selling and advertising ends to make for a big success, and Higgins saw Then Higgins sugit clearly. gested that he and the agency men go out among the trade a few afternoons and just see what the trade and what customers thought. That was fine, constructive work.

Four afternoons showed the expert cracker man that there was a big gap in the market and lots of room for a particular kind of Higgins knew how to cracker. make that cracker. The agency man knew how to build a package which would appeal to the con-sumer and between them they worked up a package which from the standpoint of size, price, dealer profit, and consumer appeal would

be sure to please.

The factory man, finding himself in a new sphere of business activity, seeing the cracker business from a new angle, began turning out his new cracker from the consumer viewpoint instead of merely the factory viewpoint. When it was ready, it was tried out, even before a single ad was written. The agency man and Higgins took out the first samples and sold the first orders and spotted the few objections which were made. They put in a few

demonstrations in some carefully They doctored chosen stores. the package and the cracker, based on consumer criticism and consumer suggestions. For many afternoons, Higgins himself demonstrated to housewives in one store after another. Finally, he had a cracker which would repeat and which would be the biggest thing in that factory, even without a line of advertising, because it was built to fit the consumer requirements.

And then the agency man started his advertising and the ads just naturally pulled and pulled big, because they had nothing to do but get people started on a product which was sure to please, and then just keep prodding them along lest they should forget it.

John Smith, who owns the factory, knows now why the first two campaigns failed and why this

one is winning out.

Advertising, no matter how good, if unsupported by intelligent factory co-operation, is pretty nearly doomed to fail. On the other hand, the advertising man who can bring into one body all the factors of a business and get them right back of his advertising, comes pretty nearly being certain to score a success.

This little story is a very com-There are many John mon one. Smiths, and a Tom Higgins exists in scores of big factories. We find the man with a financial mind who owns and controls a factory which is in reality operated by a man with enthusiasm and knowledge of his particular business, but who, being an idealist and a dreamer and a worker, instead of a man with nerve and an idea of money, must work for another. The agency man who would make a success of such an account must plainly be able to bring into one co-ordinated whole these different

In conclusion, let us just mention the fact that the shop foreman and the factory superintendent are just about the most important men on the job to get well lined up back of an advertising

campaign.

THE CHRISTIAN HERALD

Has faithfully adhered to an ideal of "service" to its people for forty-four years. It has been building on a "rock" foundation. If your product performs a service, if your institution holds to an ideal, The Christian Herald audience will prove an appreciative one.

Advertising in The Christian Herald builds prestige.

Graham Patters on

President

Western Office 1835 Peoples Gas Bldg. Chicago, Ills.

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New York Office Bible House New York City

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1919

—how Collier's will report the major events of the new year

More Than a Million a Week

THE story of 1919 will be as momentous in American history as the tremendous story of 1918—and the four years which preceded it.

The war tore the fabric of human society into a million shreds and now these must be gathered and rewoven—and the tale of the weaving is of vital interest to every American.

Collier's as a publication was never so well prepared as now to interpret and report the events of the world to the American public which it serves.

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ear

The writers most closely identified with Collier's, whose articles appear regularly and, in some instances, exclusively in Collier's, include—

Mark Sullivan—Arthur Ruhl—James Hopper—Samuel Hopkins Adams—William Slavens McNutt
—James B. Connolly — Edward Hungerford —William Almon Wolff—Lucian Cary.

Can you find better men than these to record for Americans the swift passage of history in the making?

Collier's

J. E. WILLIAMS, Advertising Manager

52 Year More Than Million a Week

Photographs That Inject Realism into the Catalogue

Pictures Showing People Happily Using Product Make Good Advertising Ammunition

By Gilbert P. Farrar

CERTAIN well-known ad-A vertising manager always carries his camera with him in his travels about the country. Whenever he sees his product being used in an interesting way he takes a picture of the scene. Even when on his vacations the camera goes along. One year, when rusticating in an out-of- theway corner of the world, he found a woodsman putting his company's product to an entirely new use. A half a dozen photographs of this use furnished the advertising manager with ammunition that later he was able to employ to good advantage in exploiting this strange use.

As a result of this man's hobby he has a collection of photographs of very great value to him in his daily work. The collection is an inexhaustible source of copy. It enables him to furnish visual proof to back up his arguments whenever he finds it necessary to offer it.

Photographs of a product in use are playing an increasingly important part in advertising, although as yet not many companies have made a systematic attempt to collect them. Pictures are especially valuable when picked up unceremoniously, without posing, as they then show the product as it is used every day by ordinary people.

Pictures of this kind can be used in all sorts of advertising literature. Many advertisers have found them particularly good material for the specialty catalogue. The right sort of picture lends human interest to the book. Often it tells the whole story and saves many words. What is wanted, of course, is not a mere photograph of the product itself, but rather a photograph of the prod-

uct in use, with people around it showing every evidence of being satisfied with it. A picture such as this is a most convincing testimonial, and of a type that has not been overdone.

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Farm advertisers have been very successful in using photographs in their catalogues. The seed and their catalogues. The seed and nursery people, incubator manufacturers and others have used photographs freely and have found them a most dependable selling medium. For instance, what is more appealing than an orchard scene? A tree laden to the ground with fine fruit is proof enough that the nursery's stock grows. Such a photograph pleads strongly to our instinctive love for the out-of-doors. Lively work scenes in a catalogue in which the product appears to be doing its part will always take hold of the reader.

FARMERS ATTRACTED BY ILLUSTRA-TIONS

Farmers are especially partial to pictures. In reading an incubator catalogue, for example, they like to see photographs of a proud poultry man feeding his flocks or of any other barnyard scene re-lating to the subject in hand. Such pictures give them a quick and definite idea of what other farmers have accomplished.

There is a lot of psychology in the situation. It is a well-known fact that many farmers are rather humble about their calling. H. H. Johnson, the incubator man, says that "they seem to have a feeling that people in every other line of work are above them." For this reason it is well not to get a high-falutin' touch into the farm catalogue. All it needs is simplicity, clearness and sincerity. Mr. Johnson, for instance, makes no attempt to get out a polished catalogue. From the standpoint of the expert the book may have many defects, he says, but the farmer seems to like it. The book is filled with photos. There is one or two on nearly every page. These pictures show homely farm scenes and prove that the average successful user of an Old Trusty

where people (not models) are working around the product, art work is not so important. But where the product is static and there is no action in the picture, technique becomes vitally important.

Some catalogue pictures that are gems in the collections of engravers and printers are really very poor salesmen.

Not because they are

very poor salesmen.

Not because they are not well printed. Not because they are not all that could be desired from the retoucher's standpoint. But because they don't show the goods as the buyer would like to see them.

I once knew a man who insisted strenuously on printing some of his machine cuts in a lead gray color. This man knew his market and he

told me that while black ink would look much better from his printer's viewpoint, it would be a waste of money to show his machine as being black to a trade that was demanding a lead-colored product.



FIG. 1. GOOD CONTRAST AFFORDED BY SHOWING THE WHITE FENCE AGAINST DARK BACKGROUND

incubator and brooder is just an ordinary person and apparently has no qualifications that the reader does not possess. There is where the psychology comes in, or if you dislike that professional word, let us say it is where the shrewd sales sense comes in. You can sell people a product by showing them pictures of other people contentedly using that product. That is the sum and substance of the argument for photographs in catalogues.

Right now the subject has a timely interest. Since it is necessary to continue to save paper, it becomes obligatory that all extravagant catalogue methods be eliminated and at the same time that the sales effectiveness of the book be increased, where possible. In this programme photographs of the product in use can play a part.

In preparing the pictures, however, for the catalogue, there are certain principles that should be observed. For the majority of propositions the plain, homely photograph, selected without any consideration of its selling value, will not suffice. Where there is plenty of life in the picture and



FIG. 2. NATURALNESS IN ARRANGING THE ARTICLES TO BE PHOTOGRAPHED

It takes more than a photographer to take good catalogue pictures. It requires a salesman.

Just as a good advertising man looks for talking points to put into his copy, he should look for selling points to get into his pictures.

The big part in getting a good picture is the staging—getting a selling view, instead of just a

The next thing is to get life into a catalogue picture. The weakness of many catalogues is their flatness.

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I do not mean that we must use a live model in every picture. What I really mean is to get in-

teresting contrast.

Fig. 1 is a very good example of an interesting picture. It is selling fences. The fence is white against a dark background.

"An accident, perhaps," I hear you say. Maybe so. But what would we have done if the fence

had been black?

If the fence were black and photographed from the same point

FIG. 3. ACTION IN AN ADVERTISING PICTURE WELL ILLUSTRATED

as this picture is now taken there wouldn't have been much sales value in the picture. But if the fence had been black I should have changed the point from which the photograph was taken. would have shifted around until got the black fence mostly against the blue sky, and as blue photographs white, the contrast would have been sharp black against white.

If the house in the picture were red and the fence yellow I would shift around until all the fence was against the sky, because both red and yellow-or colors containing a majority of the elements of these colors in their make-upphotograph black.

There is nothing quite so interesting as contrast in a picture and there is nothing more valuable to remember, especially when taking outdoor pictures than how the primary colors photograph. Blue is the only one of the three primary colors that photographs white.

When showing a group of products it is excellent judgment to

arrange them so that there is a good break in the contrast between various products wherever possima

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The next thing to consider is actionsales action. While not taken from a catalogue, Fig. 2 represents sales action. In other words, it is not a stiff picture. It is not done according to set rules. The buns are arranged naturally-just as the reader has probably seen buns arranged on his own table a number

of times. There is no live model in Fig. 3, but there is a lot of lively interest in the arrangement of the elements of this picture. There is suggested action. The reader can see himself standing

before the trunk and bag with all of his packing problems solved. Beyond doubt a trunk and bag salesman was the directing genius behind this picture.

Good catalogue pictures depend on a good director-a salesman who knows how to stage a picture with a sales appeal.

You don't need many words to drive home the element of strength as it is pictured in Fig. 4. The man who staged this picture knew that the possible customer would want to know whether the fence was strong, and if so, why the man (and he is not a very small man) standing on the centre of a section without any sign of the section sagging, shows that the fence is strong. The active insert shows the section which shows why the fence is strong.

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FIG 4. THE PHOTOGRAPHER HAS BEEN SUCCESSFUL IN VISUAL PROOF THAT THE FENCE IS STRONG

adds interest to the shoes in Fig. 5. For a shoe catalogue there are many other similar backgrounds that could be made and run in cycles throughout the catalogue Fig. 5, however, is a suggestion taken from an advertisement rather than a catalogue.

Perhaps the advertising does not always have an allowance for making up a series of backgrounds. Then it is best to have one lengthwise panel made of a single background and have pictures of the product inserted on various places of this one background when the individual cuts are made.

I once handled a monument catalogue where a large portion of the monuments were photographed where they were made rather than where they were finally erected. As they stood in the original pictures there was no local color—not the proper atmosphere.

That was a time when I used the single background for all the cuts. In only two of the many pictures used was it possible to detect that the background was the same. These are shown as Figs. 6 and 7. Notice the small tombstones in the background of each.

Of course, all of the specially painted background was several times longer than the portion shown here. But every picture had some part of the background

that was in some part of some other complete catalogue as used. Notice that Fig. 7 does not show the opening in bushes at left. Neither does it show the bush in the semi-foreground as is shown in Fig. 6.

The single background is an element to think about when economy is the watchword and added sales atmosphere is something desired.

When we get a good picture for a catalogue we should be careful

not to spoil its naturalness with too much retouching.

For mechanical subjects retouching is necessary, but many catalogue pictures are poorly staged and then the advertising man tries to make up for the



FIG. 5. EFFECTIVE USE OF BACKGROUND TO SET OFF THE ARTICLE

poor work of the photographer by the means of elaborate retouching.

A real photographer who knows how to handle his lights and shadows may cost more than the man who is an average photographer, but the good photographer's pictures will save you money and time on retouching. And best of all he will save you the naturalness that is an effective salesman.

When it comes to making the halftone cut I am much in favor of the silhouette halftone for products. Their irregular shape is interesting—more interesting than the square halftone.

The circle and the irregular shape of the man with arms out-



FIG. 6. EFFECTIVE PAINTED BACKGROUND WHERE NATURAL SETTING WAS NOT AFFORDED

stretched in Fig. 4 lend a great deal of attention value to this picture.

For outdoor scenes where there is foliage, square finish halftone is usually better because the small details of the foliage are "held" better and do not require so much fine tooling on the small edges.

When you are cataloguing a white product it is almost imperative that you use a black background. Don't be afraid to use this treatment for your product. However, be very careful about including the text on this black background.

Don't be afraid of using line cuts. They have real merit if they are natural. Look through a Sears-Roebuck catalogue and see the extensive use of line cuts. But also notice their naturalness.

In any picture naturalness is a big sales factor. The trouble with most line cuts is that they are made from a drawing and the artist who made the drawing has an imagination that is better than the goods.

The minute your prospect says, "That's too good to be true," your catalogue's sales ability falls to zero. It also falls to zero when your line drawings are cheaply made and the goods do not look worth the price.

To insure naturalness, stage your pictures and get a sales making photograph; then, if you have to use line cuts, have your engraver make a silver print of the photograph and have your pen and ink artist draw over this silver print—getting all the details of the photograph into variations of the thickness of the lines. Then bleach the silver print and make your line cut. If you think that some shading is necessary further to enhance the naturalness of your picture use some Ben Day screen here and there in making the cut.

Ask your engraver about silver prints and the Ben Day method and you will probably find ways and means to do something distinctive, mechanically, on your (

next catalogue.



FIG. 7. SAME BACKGROUND USED AS IN FIG. 6.

But the big thing in catalogue pictures is staging the picture—seeing the selling points, putting emphasis on those in the picture and keeping the emphasis there in the handling of the action, the atmosphere and the making of the cut.

Philadelphia

is the Third Largest Market in the United States for

Office Supplies

"In Philadelphia there are about 60,000 separate business organizations"—Edward James Gattell, Chief Statistician of the City of Philadelphia.

Up-to-date manufacturers of office supplies, specialties and equipment now have an opportunity to develop and cultivate a demand for their product in the Philadelphia territory.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly every executive, purchasing agent, office manager, clerk or stenographer reads—

The Bulletin

November 482,935 Copies a Day

The circulation of the Philadelphia Bulletin is larger than that of any other daily newspaper in the State of Pennsylvania and the Third Largest in the United States

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UP FROM THE RANKS

IF ever an industry arose to meet the demands of a whole people that industry is the motion picture industry.

It is truly of the people.

Its leaders must study the aspirations, the needs and the instincts, not of a selected group, but of millions of men, women and children in every walk of life. For in their keeping is the mighty force that rose from the ranks to command the affections and interests of multitudes.

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Just as naturally as the motionpicture came, comes Photoplay, its magazine. Before the first issue left the press, the need was there. And it has grown to its present dominant position apace with the growth of the industry it interprets.

For you, confronted with the problem of advertising mediums, Photoplay offers the opportunity of telling your sales story in a wanted magazine. You know that every copy of Photoplay is bought because the reader wants it—just as your product is bought.

1

The inducement you offer in your advertisement is the inducement that Photoplay offers in its editorial contents—the filling of a human need.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER
850 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

This Is Another Reason Why

How can a newspaper cover a field so thoroughly as nineteen out of twenty homes in the city of publication and four out of five in the entire Trading Territory?

The Zanesville, Ohio, Times Recorder with a circulation of 20,000 in a field of 100,000 population does that very thing. It has described in these columns the peculiar conditions which help to make this possible and the special service which keeps the subscriber satisfied.

Beyond these, however, and more important is the fact that The Times Recorder is a great newspaper—conceded by all competent judges to be one of the best if not THE best published in any city of Zanesville's class.

It has as its cornerstone the full 24-hour service of the Associated Press. It has the news illustrations and feature services of the Central Press. It has had since they were first written such clever features as Walt Mason and Ruth Cameron, and since they were first drawn Mutt and Jeff and The Van Loons. It has added to these "Simonds' Review of the War." Roy K. Moulton's "On the Spur of the Moment," Mrs. Thompson's "Heart and Home Talks," McManus's "Bringing Up Father," Jean Knott's "Penny Ante," Frederick Haskin's Daily Letter, Adele Garrison's "Revelations of a Wife" and other worth while features as fast as they appear. It has news bureaus and paid special correspondents in all Southeastern Ohio towns and a daily page of Neighborhood News. It is not only a Daily Newspaper but a Daily Magazine as well and with practically every worth while family in this wonderfully thriving community it is a Daily Necessity. It is as much a part of their life as anything can be-and with 75 per cent of them it has been for years their dependence for information and entertainment. No paper anywhere has a more loyal or responsive clientele, and that is what makes it particularly valuable to advertisers.

The Times Recorder and the Zanesville Community are represented in the National Advertising Field by Robert E. Ward, 225 Fifth Avenue, New York, and Mallers Building, Chicago.

Curtiss to Make the War Plant Serve the Peace Market

Aeroplane Corporation Refrains from Wholesale Dropping of Employees, with Eyes on Possibilities of Great Demand for Airplanes Coming

By C. B. McCuaig

TRUE word of the armistice reached Buffalo in the dark hours of the morning when few were astir, so it happened that Bill Hinkey, cabinetmaker, had not heard the news when he left his home and boarded a car bound for the plant of the Curtiss Aeroplane & Motor Corporation. There were only a few workmen on the car, so Bill slouched into a seat and resumed the nap from which the alarm clock had aroused him.

But he could not sleep. The air was rent with the sound of whistles.

"What are they makin' all that noise about?" Bill asked the conductor.

"Didn't you know them Huns had quit?"

Bill straightened up.

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"Say it again, Buddy. Are yo' sure? Well, I'll be ____. Thank the Lord, I've lost the best job I ever had!"

This little incident may be a far cry from merchandising, but after talking to scores of manufacturers it seems a fitting way to begin what I have to say, for I am convinced that when Bill Hinkey thus delivered his personal opinion it was the United States of America that spoke.

To-day there is one question uppermost in every mind:

How is the country going to take the change from a war basis to a peace basis?

Much has been said and written on the subject, but it has been mostly in general terms. We are much in the same position as a chemist looking at a ton of powder and trying to determine its nature. He would do much better to take a tiny pinch of it and put it through the process of analysis. That is why I am going to single

out just one of the many munition plants of the country and tell you as nearly as I can how its executives propose to meet the change.

A PERMANENT BUSINESS THAT THE WAR MADE

The organization chosen for this little "close up" is that of the Curtiss Aeroplane & Motor Corporation which operated eight separate plants employing over 17,000 people at the time the armistice went into force.

It was selected for the reason that it is exactly typical of that class of munition mushrooms which sprang up almost over night to meet war's needs. For many months its whole strength has been strained to build planes for Uncle Sam's fighters, and even before that, the building of war planes for foreign governments was its chief business. It would seem that if this manufacturing monster, engaged solely on war work, can stand the shock of peace, there is no excuse for any munition maker closing up shop.

At the time this is written only three weeks have elapsed since the coming of peace, and all through that time I have been studying developments at the Curtiss plant. I have talked with workmen who took it for granted their jobs were done the moment the war ended. I have heard the views of worried department heads, who were more anxious than I to learn what the outcome was to be. I stood by when the "stop orders" began to come in and 5,000 people were lopped off the payroll at one swoop. I have listened to a hundred conflicting rumors, and then came the whispering that the Curtiss company was not going to 'quit."

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You could not trace the report to its base, it just spread from mouth to mouth, but you could see the change, the stiffening of morale. Everyone of course realized that the working force was to be greatly reduced, but this whispered rumor gave them hope that it was to come gradually, that the whole organization was not to be broken up in an hour as they had feared, and best of all that the men at the top were fighting for the survival of the force, and not a man would be laid off where it was possible to avoid it.

Fay L. Faurote gave me the first authentic information of how the company proposes to face its problem, and I am going to report my talk with him to the exclusion of other things relating to the situation, for in this way you will get a clearer conception of the spirit the company is bringing to bear. I will quote him when he talks about the possibilities of air craft, not because you are interested in the future of flight, but because it reflects the enthusiasm and vision of the company he rep-

It is not so much the facts as the spirit I want to "get," and aside from the president and one or two others, there is probably no one better qualified to speak than Faurote, for he is the man they call upon to help in just such situations as this. When production was the big issue they gave him the job of bringing about harmony among the workers. The story of how he did it with the famous Curtiss "Square Deal" department has already been told in PRINTERS' INK.

"Of course it all depends to a large extent on how far the Government will go in cutting off our contracts," he said. "That is what we need to tide us over the first shock, and the company feels confident that we will be given a chance to catch our balance. If we can do that everything will be all right."

"What are you going to do with the plants?"

"Build airplanes."
"That's the truth," he said,

noting a smile. "You cannot judge the market for airplanes now by what it was before the war. We do not feel at all down-hearted because of the ending of the war. War is always a destructive agent—no permanent prosperity can be formed on a war basis; only peace is constructive, and this applies to the airplane industry as much as to anything else."

"Yes, but people are not accustomed to the use of airplanes."

A PROPHECY THAT IS NOT SO START-LING, AFTER ALL

"Of course not, and they weren't accustomed to motor cars, baby carriages or bath tubs a few years ago. When the first baby car-riage went on the streets of London there was a public clamor about it. I read somewhere that when a citizen of Cincinnati installed the first stationary bath tub in his home they tried to pass a city ordinance against it. all remember the history of the motor car, and the public preju-dice it had to overcome. It will be just the same with airplanes. It is simply a question of "selling" the public on the fact that the airplane is a proper means of transportation, and it can be done. Further than that I can say that we have plans under way for doing it.

"Do you know that the record of aerial military service for September was 100 per cent perfect? Think of that before you class the airplane as a dangerous thing, and the planes that will be used in peace times will be even safer for the need of building them for quick maneuvering will be lacking. These planes will be just as safe as a motor car. If the motor stops they cannot help making a safe landing.

"We have planes now which will carry four and one-half tons. Doesn't that look like practical transportation? Won't a method of transporting passengers and freight on that scale over long stretches at a speed of 100 to 125 miles an hour have commercial possibilities? Just forget that it is an airplane, and think of it

simply as a problem of merchandising. Any advertising man knows that harder things have been done. It is largely a matter of selling. Already we have found the means of reaching all interested sportsmen, Army and Navy men. Don't think for a moment that it will be hard to 'sell' the returned flyer on the importance of an airplane. That is one thing the war has done for us; it has given us thousands of men who can fly, and everyone of them will want to keep it up.

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od nd ng 25 "The first drive will probably be made on flying boats, because with them there is no need to overcome the problem of making landings, and it is an easier step to the flying boat than to the plane; but just as soon as people begin to be accustomed to flight you will see the land machines grow in favor, and every town will have its landing field three or four miles out.

"And all the time this educational campaign is going on the Government will be using planes in increased numbers. The aerial mail service is already an accom-plished fact. The coast guard service will soon be using them in great numbers, and the geological survey will follow, for a flying machine is invaluable in exploring the great tracts of swamp which have never been reached. the spring opens up you will read in the newspapers some morning the story of an intercontinental flight that will surprise you, and it will be soon followed by a regpassenger service between New York and Liverpool, making the journey a matter of hours instead of days.

"That is the way the company feels about it—that the airplane is not simply a tool of war, but a staple commercial commodity, and it is our business to market it. It will really be much more satisfactory than filling war orders, for all the time you are building on a sound business basis, working for a great future."

"But these prospects are too far in the future to keep the organization intact?"

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

"Not so far as you might think. The force will of course shrink, but it is not being reduced all at once, and the men who are being let go are not having much trouble in getting other jobs. As soon as they leave here they are taken on by peace-time industries which are opening up. There are very few of them out of work for more than a few days. And you will be surprised to see what a short time it will be before we are working up to pretty near our present capacity building peace planes instead of war planes."

Representatives Will View the Future Outlook

Six well-known agency men and four prominent advertising managers will make five-minute addresses at the

Six well-known agency men and four prominent advertising managers will make five-minute addresses at the luncheon of the New York Representatives Club December 30, on the "Business Outlook for the Coming Year." The meeting is called a Yuletide Luncheon and will be held at the Hotel McAlpin at 12:30 p. m.

The speakers will be: Wm. H. Johns, George Batten Co.; O. H. Blackman, Blackman-Ross Co.; Stanley Resor, J. Walter Thompson Co.; J. A. Richards, J. A. Richards, J. A. Richards, J. A. Richards, J. A. Richards Co.; Charles W. Hoyt, Hoyt's Service, Inc.; James O'Shaughnessy, executive secretary A. A. A. A.; W. A. McDermid, of the Gerhard Mennen Chemical Co. and president of the A. N. A.; J. D. Ellsworth, of the American Telephone and Telegraph Co.; A. C. Reiley, of the Remington Typewriter Co., and F. A. Wilson-Lawrenson, of the Union Carbon & Carbide Corporation.

Kentucky Farm Paper Union

The Inland Farmer has absorbed the circulation and business of Farm and Femily, Home and Farm and Kensucky Farming. All of these papers have been published in Louisville. The first issue of the enlarged Inland Farmer will

issue of the enlarged Inland Farmer was appear January 1.

The officers of the new company will be: John H. Sutcliffe, president and general manager; S. S. Powers, vice-president and managing editor. Both of these men have been with the Inland Farmer in the same positions. E. F. Gilmore, Jr., one of the publishers of Kentucky Farming, will be advertising

Gridley Adams With Federal Agency

Gridley Adams, formerly advertising manager of the Stewart-Warner Speedometer Corporation, Chicago, is now with the Chicago office of the Federal Advertising Agency.

The Labor Discussion Is Appreciated

THE CHICAGO TRIBUNE
Chicago
Editor of PRINTERS' INK:
I have read the thoughtful article

I have read the thoughtful article which commences on page three of the November 21st issue of PRINTERS' INK, with great interest and entire sympathy. It is fair, unbiased summaries of facts, such as these, which make a trade journal an instrument for real progress in an industry, instead of merely a medium for spreading and fostering the industry's prejudices. It's good stuff. good stuff.

S. E. THOMASON, Business Manager.

THE article referred to is the one entitled "Great Sales and Advertising Expansion Wait on Labor Readjustment." It is one of several articles that PRINTERS' INK has recently published on the subject of labor.

Some people may wonder why a discussion of the labor question should find a place in an advertising journal. That it has a place there, however, is attested by the wide response which these arti-cles have received. This letter from the Chicago Tribune is a typical piece of evidence of the way this discussion has been appreciated.

And it is not hard to understand why this is true. If there is one thing more than anything else that the war has demonstrated, it is the intimate inter-relation that exists between all social and economic forces. Advertising is not a thing apart from business or from life. To keep a thorough grasp on advertising principles, it is occasionally necessary to discuss other subjects with which advertising is related.-[Ed. PRINT-ERS' INK.

Ralph E. Keller Going With Seaman

Ralph E. Keller, formerly vice-president and general manager of the Martin V. Kelley Company, Inc., Toledo, Ohio. will on January I become manager of the Western office of Frank Seaman, Inc., New York, with headquarters in

In the 40-Page Edition of William Randolph Hearst's

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New York EVENING JOURNAL

On Dec. 13th, it Was Necessary to

OMIT

Many Advertisements

The Evening Journal sincerely regrets having been forced by absolute mechanical limitations to disappoint merchants and manufacturers who have learned to value so highly the patronage of the many hundreds of thousands of daily buyers of the Evening Journal.

A 40-Page Paper Is the Largest We Can Print!

The NEXT LARGEST newspaper published in New York City on that date was composed of only 28 pages; for news, features, advertisements—everything! But

The Evening Journal Printed 30½ Pages of Advertising Alone!

245½ Columns

Breaking every advertising record of a regular edition of any New York evening newspaper.

The New York Evening Journal Printed 30 per cent of the Total Volume of Paid Display Advertising Printed on That Day by the 7 New York Evening Papers!

Average Daily Net Paid Circulation of the New York EVENING JOURNAL for the Month of November, 1918, was

717,003

2c a Copy

Member of Audit Bureau of Circulations



LOOKING FORWARD. with McCLURE'S and its Authors

WALDEMAR KAEMPFFERT

America's Most Popular Writer on Motor Topics

THE automobile industry, now that peace is here, is facing its own peculiar problems in getting back to its normal basis and in smoothing the way for the greatly increased business that is sure to follow the end of war.

Waldemar Kaemoffert. America's most interesting and helpful writer on automobile subjects. is writing for McClure's a series of new and constructive automobile articles dealing with the after-the-war problems of the car manufacturer and car owner. His contributions begin in the March number of this magazine and will be a regular feature of

CLURE

advertising rates are based on a circulation of 500,000 but advertisers who use the March issue will receive without extra cost circulation greatly in excess of this number. Forms for March close January 10th.

W. H. Page, the Editor and Ambassador

His Long Period as Editor of the Work"-Was "World's Editor of "The Atlantic Monthly" and of "The Forum"-Exacting War Duties of Ambassador Brought on Heart Trouble.

WALTER HINES PAGE, un-til recently Ambassador to Great Britain, died at Pinehurst, N. C., December 21, in his sixtythird year. He returned from England in October suffering from a heart trouble, the serious char-acter of which had caused him to resign from the Ambassadorship.

Born in Cary, N. C., Mr. Page was graduated from Randolph-Macon College in Virginia in 1876 and spent two years at Johns Hopkins University. His first newspaper work was done as a reporter on the St. Joseph, Mo.,

Gazette.

Mr. Page started the State Chronicle in Raleigh, N. C., but the venture did not prove a success, and the paper was finally taken over by Josephus Daniels, now Secretary of the Navy. During the next few years he wrote editorials for the New York Evening Post, contributed articles to Harper's Weekly and the Atlantic, and in 1890 became editor of the Forum. Six years later he was made editor of the Atlantic.

Mr. Page realized his ambitions in 1900 when the new firm of Doubleday, Page & Company was founded and the World's Work was launched. The following year Country Life in America was started. In the conduct of World's Work Mr. Page was in his element. He made it a magazine of achievement, his idea being that the business and professional fields furnish material for constructive and forward-looking articles that would be helpful to ambitious and wide-visioned men and women. He was an ardent supporter of all educational movements that had for their object the intellectual and

physical betterment of all classes of people. He worked for the amelioration of the condition of negroes. He believed in democracy and was opposed to the cus-

tom of class distinction.

As an editor of World's Work Mr. Page naturally had much to do with authors and writers. He took a particular interest in the young and ambitious men and women who were making their way in the literary field. His uniform courtesy, patience and kindness made a deep impression upon all writers with whom he came in contact. O. Henry once said of him that "you can take one of his letters of rejection to a bank and borrow money on it." brought to the front many new writers and encouraged them to still greater achievement.

His able treatment of public questions in the World's Work attracted world-wide attention and brought him into relationship with many of our public men. His choice by President Wilson to represent this country at the Court of St. James was generally regarded as a fitting recognition of his abil-

ities.

New Men With Ruthrauff & Ryan

Kyan

Three men have recently been added to the copy department of Ruthrauff & Ryan, Inc., New York—W. H. Clark, J. S. Winslow and W. G. Clifford.

Mr. Clark was formerly with Lord & Thomas, Chicago, and more recently advertising manager of the Curtainless-Shower Company, New York. Mr. Winslow was formerly in charge of the copy department of W. H. H. Hull & Co., New York, and Mr. Clifford has been in the mail-sales division of the A. W. Shaw Company, Chicago.

M. B. Sackheim, secretary of Ruthrauff & Ryan, is now in charge of the company's Chicago office.

company's Chicago office.

Turner Construction Makes Appointment

Charles Chidsey has been appointed Charles Chickey has been appointed advertising manager of the Turner Construction Company, New York. The advertising will continue under the general direction of J. P. H. Perry, manager of the contract department, but Mr. Chickey will be responsible for carrying on the work and organizing a de-

Mr. Chidsey has been in the Turner contract department for a year past.

Captain Harry Ford Dies in New York

APTAIN HARRY FORD, recently discharged from the U. S. Motor Transport Corps at Jacksonville, Fla., died of pneu-monia in New York last week, aged thirty-eight years. He became prominent in the advertising world when he was sales manager of the Chalmers Motor Company.



THE LATE CAPTAIN HARRY FORD

Later he organized the Saxon Motor Car Company, of Detroit, and was for a number of years its president and general manager. He was commissioned in the Motor Transport Corps last fall.

Captain Ford was taken ill in New York as he was about to leave for his home in Detroit, where a widow and two children survive.

Company Will Advertise New Line of Tractors

The Christensen Engineering Company, Milwaukee, which is entering upon the manufacture of tractors, is planning a campaign in a list of farm papers. The agency of Klau-Van Pietersom-Dunlap, Inc., Milwaukee, has been given charge of the advertising.

This agency has also secured the account of the Marietta Paint & Color Company, Marietta, Ohio.

Periodical Publishers Adopt Conservation Measures

IN a bulletin issued a few days ago to members of the Periodical Publishers' Association, the executive committee recommends the permanent adoption of several measures designed to eliminate wasteful practices in the conduct of business. Some of these were in force during the war period at the instance of the War Industries Board and were made necessary for the conservation of pa-

Among the most important of the measures recommended by the

committee are these:

"When premiums are given the premium should have a fixed price at which it will be sold separately; and the combined price received by the publishers should equal the announced price of the premium, plus at least 75 per cent. of the published price of the periodical.

"Do not sell advertising with a guarantee of giventition requiring a

per cent. of the published price of the periodical.

"Do not sell advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount. unless an additional price is required to be fixed for circulation over the guarantee." An explanatory note accompanying the above says: "The fullest publicity should be given to circulation figures, i. e., a statement of the number of copies printed, the next edition of earlier issue, and the average; net, of the preceding three issues. This information to advertisers or to advertising agents gives all the circulation data desired and shows, as well, the trend of circulation. The A. B. C. or other certified audit will prove the statements made. If, however, any agent or advertiser will only buy guaranteed circulation, the contract should be as the care. buy guaranteed circulation, the contract should be on the pro rata basis—rebate if less, an additional price for surplus over guarantee.

It is recommended that so far as possible copies should be sold on the non-returnable basis. If any allowance is determined upon it should be small.

Death of William G. Preston

William G. Preston, for five years advertising manager of the New York Nation, died at his home in Peekskill, N. Y., December 18, at the age of 52. After practicing law in Buffalo he went to New York and became connected with the Bookman, with which he remained until 1913, when he joined the Nation. Last August he returned to the Bookman.



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ork kill, 52. ent with ned son. Three of the four gold medal winners in our Bird Sanctuary Campaign for 1918 were men. Twelve of the sixteen secondary prize winners were men and boys. Nearly thirty per cent. of all who sent in Sanctuary pledges were male members of the family.

Read By All This showing once more bears out our contention that THE PEOPLE'S HOME JOURNAL has an ALL-THE-FAMILY appeal.

The People's Home Journal

For 34 Years the Magazine for Every Member of the Family



Off the Back Seat Forever

To Make the Mo

The character of readers is d

Because the mission of Hears think more, you expect to fi the January number, the most tributing their most thoughth attracts and retains as reade men and women.

If you are advertising to es receptive people, then you mindedness.

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An Advertisement That Held The Attention of 6,000,000 People for 16 Minutes

What An Industrial Motion Picture Will Do for You.

Establish your house, name or trade mark.

Create confidence in your product.

Create a desire to know about it; ask for it; possess it or enjoy it.

Prove any claims you make for it.

Oppose substitutes; influence dealers—round out your campaign.

"Seeing is Believing" -and Without Cost to the Advertiser-Got Over \$30,000 Worth of Display Advertising and Publicity

That is the record of a Universal Industrial Motion Picture made for the Firestone Tire and Rubber Co. Attested proof is on file; the theatre managers book the picture in the regular way, advertise it and report on it.

This circulation was attained in selected theatres in New York, New Jersey and Ohio. Every State in the Union will be covered in this campaign. To date this picture has received 750 bookings in the city of Chicago, where it begins playing on January 6th.

You can show your plant and your product in the same convincing manner, at approximately one-fifth the cost per capita of a printed advertisement. A small part of your appropriation will include a motion picture and round outyour campaign.

We Guarantee the Circulation of Universal Industrial Motion Pictures

This is of the greatest importance. There are half a million dollars' worth of advertising films lying in vaults throughout the country—made by concerns with no distributing outlet.

If you have one write us about it. We can get it on the screen for you, so you can get your money back.

TRADEMARKS—If you have a movable trademark write us about our NEW PROCESS of animating inanimate objects for screen showings. Far ahead of animated cartoon processes.

Plan and scenario sent you upon receipt of your latest advertising literature—without obligation. Write to

Harry Levey, Manager Industrial Department UNIVERSAL FILM MFG. CO.

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
1600 BROADWAY NEW YORK CITY

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"Your Prices Are Too High"

Arguments That Ought to Stiffen the Spine of Any Salesman

W. R. MYMAN.

Dear Bill:

WHEN you wrote your letter of the 8th inst. you evidentbore in mind our rigid rule that al naked frankness must exist times between the salesmen and s office. You acknowledge regipt of our new quotations and then start right in lambasting us because our "prices are too high." As a "P. S." you add that you will write more after you have seen some of the trade.

With the holidays intervening, I n hopeful that this letter will reach you before you call on a single customer. If it does, I will be truly thankful, because how in the name of ordinary common sense can you sell a man at our new prices when from your expressions you, yourself, do not ex-

pect him to buy?

I am not worrying what the trade will say. If I get you hooked up right on this price subject, I wish I were as sure of a million s I am that you'll put it over. You're the boy that I want to convert. In your present state of mind, the biggest hick on the route would have had you up a tree. Get this, old man—you never need apologize for our prices, but you may need do a little explaining, and when you get a few more facts in your possession, you'll be able to pass the knowledge on to your co-partner, the dealer.

Now, let's get down to brass tacks. Our prices have advanced one-half cent on the unit sale of our product with the request that dealers advance the unit price one

cent to consumer.

Competitive manufacturers are still, as you say, maintaining old prices. As a result of this condition, it is up to me to nullify the effect upon you, the dealer and the consumer.

I am going to try to straighten you out first. Irrespective of Webster's definition of the word "price," it means to me the real

intrinsic worth of our product as based on the actual cost of manufacture plus our legitimate profit. When we are hit with increased costs, of production, we have a choice of two actions-reduce the cost of manufacture by a reduction in the quality of our merchandise, or suffer the loss of the usual percentage of profit. We will not do the former, and the manufacturer who accepts the latter alternative, admits in the same breath his lack of confidence in the merits of his article, and his belief that its intrinsic value is not worth the new price which necessity would compel him to

The second course of procedure, also, brings to light the absolute fact that the old price positively must have provided an excess manufacturer's profit to the detriment of the dealer. Inasmuch as the increased costs of production were forced upon all manufacturers in our line at about the same time, you know just where we stand by making our advance and you can form your own opinion of the manufacturer who does not do likewise. On our own product, you can holler from the house-tops that we are maintaining quality at all hazards-doesn't your backbone stiffen a little at this unalterable decision?

I hear you ask "how will the dealer take our new prices?" And back comes my answer that this situation is largely up to you. He must be made to realize that despite our advance to him, our new selling price to the consumer affords him a little better profit

than he had heretofore.

He will not kick at our prices nor at his profits, but he may give utterance to a complaint that we are breaking all precedents by changing a price that has been standard for years and years, and that the consumer will not stand for it. Manoman, don't let him

get away with that remark. Don't you know that more precedents have been smashed in the last six months than were ever established in the past sixty years? Consider this just a minute and "telepath"

me that I am right.

The one doubt that will exist in the retailer's mind is, "Will the consumer pay 11 cents for your product when he can still obtain a competitive brand for 10 cents?" We are willing to gamble our all that he will, but I readily see that we cannot expect the dealer to manifest the same faith in our belief

With the absolute knowledge that all manufacturers must raise (if present quality is held) sooner or later, isn't it worth his while to make the experiment and find out to his own satisfaction if the consumer will pay 11 cents or chooses to pay 10 cents for inferior quality? Prior to our advance, it was optional with the consumer to accept either our package or our competitor's. Both cost him the same, and it is safe to assume that he tried both products and in his judgment our article is the better-don't you think his preference for our goods will cause him to back his judgment of merit by paying the additional penny? At any rate, the dealer should let Mr. Consumer be the final judge.

Unconsciously my remarks relative to the effect on the dealer have dove-tailed into my opinion of the effect on the purchaser, which really goes to prove the close connection between the two factors. The dealer must be led to place himself in the position of the consumer, and when you talk to the dealer you should really feel that you are face to face with the real friend of our product, the ultimate user of it. Am I wrong in thinking that with the price of practically every commodity advanced, Mr. Consumer will look with suspicion upon the product that still retains its old selling price? Don't you think his line of reasoning will justify our advance? Will he sacrifice his forvance? mer estimation of the superior quality of our goods because of an added penny to the cost? We think not.

You seem to believe that the ease by which our competitors can retain the original outward appearance of their product will tempt them to cheapen it in other ways to hold a lower price-let's fervently hope that they possess the weakness to succumb to this temptation. As for us, we'll continue to give the consumer what he is entitled to get-honest, undisguised merchandise, at the rate of one hundred cents on a dollar. Without a minute's hesitation, we prefer to lose a few consumers temporarily because of the erroneous opinion that we are too high. rather than to lose even a single user permanently because of positive knowledge that we are trying to pull something over on him.

That's us, to-day and forever. Just this final word and I'm through. Our prices can never be "too high" if they provide a legitimate profit to all factors in the channel through which our product must pass to reach the consumer at its real intrinsic

worth.

Maybe, I won't watch your reports this coming week, and I know I won't be disappointed at the result of your endeavors.

With kind regards,
Very truly yours,
A. Jos. Newman,
Sales Manager.
P. Lorillard & Co., New York.

Wm. A. Hart With Seaman Agency

Wm. A. Hart, who has been in charge of the advertising of the Detroit Steel Products Company, Detroit, Mich., has become associated with Frank Seaman, Inc., New York advertising agency. Mr. Hart was at one time western advertising manager of the Burroughs Adding Machine Company, located in San Francisco and previous to that was on the advertising staff of the Chicago Tribune.

John C. Martin Back from France

John C. Martin, business manager of the Philadelphia *Ledger*, has returned from France, where he has been serving as regional director of the Y. M. C. A. Exec

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Uncle Sam Will Not Flood the Second-Hand Markets

Executive Order Relating to Unused Supplies Seems to Be Reassuring

Special Washington Correspondence

INCLE SAM has no disposition to flood the second-hand markets by dumping the surplus equipment and supplies that had been accumulated against anticinated extraordinary needs in wartime. Particularly is this the situation with respect to typewriters, office furniture and appliances, and other lines with respect to. which manufacturers have manifested the greatest uneasiness.

In Printers' Ink last week J. J. Crowley, president of Crowley Bros., wholesale dry goods merchants, of Detroit, pointed out the danger to established business men that would result from a large scale dumping of war goods, commercial in nature, on the market. There seems to be no apparent need for uneasiness on this score, however, if an executive order recently promulgated remains in force until such a time as the Government itself may make use of the vast stores on hand

The Government departments at Washington will pursue their habitual policy of taking stock of equipment at periodic intervals and of retiring worn out or obsolete items, which, after being duly "condemned," will be sold at auction. There will not be a disposition to throw out serviceable equipment, even though the Government has no immediate use for it. There is, in short, small warrant for the hesitancy of, say, a typewriter manufacturer to formulate a post-war sales and advertising policy for fear that the Government will offer at sacrifice prices the thousands of typewriters purchased for the use of the war boards and emergency Washington and agencies at throughout the country.

Shortly before he sailed for Europe, President Wilson issued an executive order on this sub-

ject. Its object is to mobilize the materials and supplies held by the various departments and other Government establishments and rendered useless by cessation of the war. All such office equipment is to be turned over to the General Supply Committee which, although it is officially a part of the Treasury Department, acts as a joint contracting agency for all the branches of the Government. The significance of this move seems to be an apparent intention on the part of Uncle Sam to retain in his own possession for his own use, gradually as occasion may present, all war-time purchases that are in serviceable condition.

That orderly procedure is to be followed in disposing of the accumulated supplies is indicated by certain paragraphs in the executive order:

"The several executive departments and independent establishments and the municipal Government in the District of Columbia shall not purchase any of the classes of material described herein unless the Secretary of the Treasury has certified that there is not in the possession of the Government material, equipment or supplies that are serviceable.

"No executive department, independent establishment, or the municipal Government of the District of Columbia shall be permitted to obtain any of the classes of material, supplies and equipment described herein from the Secretary of the Treasury unless such services have an appropriation available for the procurement thereof.

"All material obtained from the Secretary of the Treasury shall be paid for by transfer of appropriation from the purchasing service to the selling service and the proceeds covered into the Treasury in accordance with existing

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"All material, supplies and equipment purchased hereunder by, one service from another, if the same has not been used, shall be sold at actual cost, and if the same has been used, at a cost based upon length of usage, but in no instance to be less than 75 per cent of the cost.

"Material of the classes herein described which is condemned as unfit for use may be disposed of otherwise than to Governmental services by the Secretary of the Treasury; and usable material remaining unsold to other services of the Government shall be held by him for disposition by law."

The provision made in the para-

graph last quoted for the disposition of "unfit" equipment and supplies is, in effect, merely the arrangement regularly in force at Washington for the retirement of utilities that have outlived their usefulness. Before this country entered the war the Federal authorities had formulated a policy applicable to all Government departments designed to prevent the premature junking of equipment capable of rendering service. For example, the past few years have seen the pretty rigid enforcement of a rule that no typewriter can be sent to the auction block unless the card index record of that individual machine shows an overhauling such as can usually be counted upon to rejuvenate such a machine.

Officials tell PRINTERS' INK that in the case of the equipment inherited from the war agencies there will be a minimum of "unfit" material because most of this equipment was in use less than

one year.

In preparation for the operation of the system whereby the Government will gradually absorb its own surplus equipment by transfer within the Federal establishment, the General Supply Committee (address Fourteenth and B Streets, N. W., Washington, D. C.) is preparing a set of classification tags, transfer invoices, transfer invoice receipts, and other forms. This will enable the Committee to have in readily

available form a detailed record of all the equipment and supplies handled and the disposition made of each item.

Last week Saturday it was announced that the War Department's surplus stocks of automobiles and trucks will be taken up by the industry itself and not placed on the market, except in that way.

All trucks owned by the Government will be needed for some time, and in disposing of surplus property, it is said, every care would be taken to cause the trade as little disturbance as possible.

The Secretary of the Treasury has just made to Congress an important recommendation with respect to the Government's purchasing machinery. It is as follows: "The creation of the General Supply Committee as a contracting agency for the civil departments of the Government has been of real value and a great improvement over the old method of contracting for Government supplies. The experience of the last few years, however, has clearly demonstrated that much money could be saved the Government and greater efficiency obtained if the powers of the committee were extended to make it a purchasing and distributing bureau as well as a contracting agency. It is therefore earnestly recommended that a general bureau of supplies be created in the Treasury Department for the purpose of contracting for, purchasing and distributing supplies and equipment for the Government service in ington."

Hoffman Appointed Secretary of Munn & Co.

Allan C. Hoffman has been made secretary of Munn & Co., of New York. He will still remain business manager and advertising manager of the Scientific American which that company publishes.

Hilton U. Brown, Jr., Killed in Action

Lieutenant Hilton U. Brown, son of Hilton U. Brown, for many years general manager of the Indianapolis News, was killed in action in France Novemebr 3d. THE

PUBLIC LEDGER

has two famous special leader editorial writers---

MR. A. R. CARMAN late of the Montreal Star, and

MR. W. H. TAFT

former President of the United States.

The editorial page of the Public Ledger is as strong and compelling as the first-page unusual news service.

The combination has made a national reputation.

The result is, for so high a grade of newspaper, an enormous circulation of more than 225,000 copies daily.

PUBLIC LEDGER COMPANY Independence Square Philadelphia

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Watch the "waste" when planning printing

Here is a scene common in every printing plant and heartbreaking to every printer. Whenever a printing job is not carefully figured for standard size sheets, "cutting to waste" becomes necessary. The printer sees pounds of valuable paper trimmed away, simply because a customer was wanting in foresight.

The man who plans his catalog or booklet to cut from a standard size sheet of paper is conserving. It is the fellow who decides to issue a twenty-eight page catalog, say 9 x 9, without once considering whether or not this will involve "cutting to waste" that needs reforming. His order may be a small one, the waste involved if pointed out to him may seem small. But multiply him by ten thousand and we see the serious side of this "what little I am wasting won't make any difference" attitude.

Odd and unusual size printing, results every time in one of two kinds of waste. Either good paper must be trimmed and thrown away or, in case of a large order, the paper mill must stop and reset its machinery for a special run. Every time a special size run of paper is made for you, the total production of paper mills on standard sizes is reduced by one or two tons. When you buy printing, plan for a page size that will cut economically from a stock size sheet. Good stock sizes are 25 x 38; 28 x 42; 32 x 44, and others with which your printer is familiar.



Printing Papers

Your printer is also familiar, and favorably familiar with the entire line of Warren Standard Papers.

The Warren Suggestion Book, which shows these papers, will acquaint you with them so thoroughly and interestingly that after reading it you and your printer will speak the same language when paper is discussed.

It is sent on request to buyers of printing; to printers, engravers, and their salesmen.

S. D. WARREN COMPANY

BOSTON, MASSACHUSETTS

"Constant Excellence of Product"

THE FEBRUARY ISSUE

of

"THE NEW FRANCE"

Will Be The PEACE NUMBER

It will carry the message of American business men to both official and private interests in France and America, who will have the direction of, or be concerned in, the work of restoring the industrial and social equipment of a land which has been pillaged and ravished by the Boche for four years.

An advertisement in the PEACE NUMBER (Feb., 1919) will enable you to present your claims for your share of this work, and show your desire to introduce yourself to those who may require your goods or your service.

Last forms close January 18, 1919

"THE NEW FRANCE"

The Recognized Authority On Reconstruction

220 West Forty-second Street New York

Telephone, Bryant 5506

Say "Don't" to Retailers Who Want to Issue Own Catalogues

Wrecks of These Efforts Thickly Strewn About—The Hope of the Dealer Who Would Fight the Mail-Order House

By G. A. Nichols

"DO you believe that manufacturers' reconstruction efforts among retailers could be promoted if it were possible to give the retailer a catalogue which would enable him to compete with the retail mail-order catalogue?"

This question was asked of a PRINTERS' INK representative the other day by an official of a large concern selling to retailers.

The company in question is doing a great deal of progressive work in the way of stimulating the demand for advertised products in the small and average-sized store. It very properly recognizes the first-hand importance of building up the retailer. No matter how forcefully a manufacturer's direct advertising campaign may supplement publicity efforts put forth in national mediums, the maximum results are not going to be gained unless the retailer is properly lined up, enthused and assisted.

"In this city and in other places where we sell goods," said the official, "a great many thousand of Sears-Roebuck's and Montgomery Ward's grocery catalogues are in the hands of consumers. You may say what you please about the mailorder houses getting only a fractional part of the country's business and when you say this you are doubtless telling the truth. But just the same these catalogues are taking away a lot of business from the grocer.

"People make up a ten-dollar or a twenty-five-dollar order for groceries out of a catalogue and send it along to Sears or Ward for filling. They do this for the very obvious reason that the catalogues place before them in easily-read fashion the attractive grocery items and prices that those houses offer. Probably the same effect would be gained if the woman who gets the catalogue would visit the local store, look over all the goods in which she was interested and ask the prices. If she could and would study the grocery stock carefully she could make up an order just as satisfactorily as from the mail-order catalogue and perhaps even more so because in the store she could see the goods rather than pictures or descriptions of them. The trouble is, though, retail buying is not done this way.

"Now then, if the grocer could have a catalogue to send out to his customers and prospects, wouldn't he very logically get a lot of business that now is going to the mail-order houses?

ATTRACTIVE, ON THE FACE OF IT

"It would be our plan to print the catalogue and get it up in good shape. We would feature strongly the goods we ourselves sell to the But we also should grocer. strongly feature advertised goods in general and try to make the catalogue fairly representative of the grocer's stock regardless of whether we had the goods to sell him. The catalogue would necessarily have to be the same for all, but it could have a different cover in each case. Or at least on the first cover could be imprinted the grocer's name and address and on the back cover could be a picture of his store and a general advertisement for it. This would make the catalogue appear as his own proposition instead of a syndicate affair.

"It would cost us some money to get up this book. But we undoubtedly could get co-operation from manufacturers whose goods we handle and they would be benefited by the advertising.

"Then we could sell the catalogues to the grocer in whatever quantities he might wish them. The price to him could be nominal. We haven't the thing thought through in full detail but we think that with the help from the manufacturers and the price we should charge for the catalogue, the cost to us would be little or nothing. Anyway, it would be small enough to justify us in going ahead. We could well afford to spend something if the catalogue would promote business among the retailers. For if the retailer sells more he naturally is going to buy more.

Somewhat similar sentiments have been expressed of late by manufacturers and jobbers. In their earnest desire to do something for the retailer—and it is decidedly encouraging that they really have such a desire—they are wondering if a catalogue could not work for a store as it does for a store's competitor.

The people who sell to the retailer have been made to think a great deal about the retail catalogue during the last ten or fifteen years by the importunities of the retailer himself. PRINTERS' INK has yet to find a manufac-turer or jobber with much of a service department for retailers who has not been asked to get up a retail catalogue that would enable the local store to compete with the mail-order houses. This has been the experience of practically everybody who went very far in providing actual physical advertising help for the retailer who sold his goods. These people have had their struggle with the retail catalogue proposition and you can't tell them anything much about it that they do not know.

But in these eventful days when so many are turning toward the development of service for the retailer it will be surprising indeed if the retail catalogue question does not have to be threshed all out again in a number of forms.

Many times these catalogues have been established. Almost as many times they have fallen down. Unless those manufacturers newly interested in the intensive development.

opment of service insist upon having their own experience and trying the thing out for themselves, they will benefit by what has been learned by those who have gone before. And as a result they will proceed with deliberation and circumspection.

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PLAYS RIGHT INTO COMPETITOR'S

At the outset it may as well be understood that the idea of a retail store catalogue is fundamentally wrong. There are exceptions, but in general it may be said that a catalogue does a retail store more harm than good.

There is danger in a catalogue as sent out by the average sized store because it tends to confirm people in the mail-order buying habit. In effect, it carries the retailer's indorsement of the mail-order catalogue.

The second danger in a catalogue, from the standpoint of the retailer, is that his book makes a deplorably poor showing alongside the catalogue of the big mail-order house. As long as people can be induced to compare a properly stocked and efficiently operated retail store with a catalogue, then the store is going to get the better of the comparison. Buying from a retail store is the natural way to buy. Seeing the merchandise in its actual form is better than seeing it in a catalogue. But use a catalogue instead of a store to match up against the mail-order book and the comparison is by long odds in favor of the mailorder house.

Many a retailer has gone ahead on his own hook to get out a catalogue. Wrecks of such efforts are strewn from the Atlantic to the Pacific. They did not have any serious results because they were not persisted in long enough. They cost their backers some money, but in most instances the disillusionment was well worth the cost. They fell down—and they will continue to fall down—because the retail merchant cannot afford to do anything which will tend to keep people away from his store. The fundamental object of

all retail advertising is to get people into the store. This is a principle that nobody has successfully contradicted up to date. And as long as it stands then the store catalogue idea is going to have hard sledding.

THE SAD EXPERIENCE OF AN IDAHO RETAILER

There is no use in stringing out the story of failures in this respect. They all can be summed up in the experience of a live-wire Idaho retailer who tried a catalogue and

found it wanting.

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This man's story is told here because it gives the pro-catalogue people much more than an even break. His store is located in a sparsely settled district of long distances. Good stores are few and far between. The trip to the store was so long for some of his customers that they often would order goods from the store by This gave the retailer an Why not send them a cataidea. logue and thus build up the mailorder business? He had visions of sending catalogues over a wide expanse of territory and getting in business from all points of the compass.

It must be recognized that on its face this situation looked decidedly favorable for the retail catalogue.

He put one out. It was a modest affair. It had to be. Manifestly the retailer could not afford the expense of printing a book that would appear to be even a remote relative of the retail mail-order catalogue. If he did have the money to spend he would not know how to get up the book. Even at that it cost him quite a number of hundreds of good American dollars. A catalogue quickly runs up into money even when handled by an expert.

A thousand or so copies were sent out. Mail-order business began tumbling in. The retailer was delighted. He surely had hit upon something worth while. One of the first things he did was to write a letter to the service expert who had pleaded with him almost with tears in his eyes not to get out a catalogue. The afore-

said expert was informed that there were several things about retail advertising that he did not know.

In just a little while the retailer noticed that some of his more distant customers were not making their weekly or bi-weekly visits to the store. Evidently, they did not find such visits necessary. Did they not have the catalogue which would save them the trouble?

Another thing he noticed soon was that the mail-order business did not hold up as it promised in the beginning. Of course, this was the same old story. His brave little catalogue was not kept. It did not grace the centre table along with the big book of Sears or Ward. It got lost or was thrown away just as any other ordinary piece of advertising matter. It pulled while it was new. It got old in a hurry.

Thus ended this experiment. It showed that even an indifferent catalogue would keep people away from the store and that its effect in promoting mail-order buying was only temporary because of its own exceedingly transient na-

ture

A leading business paper, inspired by a conscientious desire to help the retailer defeat mail-order, repeated this experiment on a larger, more ambitious and more expensive scale. It placed at the disposal of retailers a large and well printed catalogue that was pretty fair company for the mailorder house product-one that would not be pushed aside because of its smallness or insignificance. As a part of the plan there were offered the retailer merchandising facilities that would enable him to back up his catalogue in fair fashion. He could have as many books as he needed to cover his trade. All orders were to be sent to him and then he was to send the orders on to a central distributing point which would supply him the goods on quick notice. This plan had flaws which need not be considered here. But its main fault lay in its tendency to keep people away from the store and to lessen the importance of

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the retail store in their estimation. This in itself was enough to kill

Then a big concern selling to retailers thought of another way in which the thing might be worked. These people got up a very handsome catalogue, beautifully illustrating and sufficiently describing the larger and more expensive items of home goods-goods that the average retailer would not show to any great extent in his store because of limitation of capital and room. This book was not to be distributed broadcast. Each retailer was to have a reasonable number which he was to loan to such customers as might be interested. Any goods that the customer might select from the catalogue could be ordered from the house and extra quick shipping arrangements would be made.

This catalogue did not get very far, either. It avoided the danger of encouraging mail-order buying because it was not generally distributed. But, being carefully guarded in this way, it did not pull in enough business to make any worth-while difference in the retailer's profit. If he had distributed it broadcast he then would have given his indorsement to the mail-order idea and, in effect, would have invited his customers to stay away from his store.

All of which brings us back to the original idea that the way for a retailer to fight retail mail-order is to run a real store. If he does this he has something the cleverest mail-order advertiser in the country cannot answer. But let him try a catalogue and then he not only is playing the retail mail-order man's game, but is fooling with something in which his competitor has about 99½ per cent of the advantage.

The man mentioned at the beginning of this article is planning a catalogue that will compete with one of the smaller catalogues put out by the mail-order houses—not the main book. This being so, he thinks he can overcome the matter of mechanical difficulties and expense and put out a book that will in every way match up

creditably with the mail-order book.

Doubtless he can. He is resourceful and clever. He has good backing. What is more, the book he proposes to send out under the imprint of each retailer using it, will bring in business.

But how about the people it will keep away from the store?

This is the main question. The same amount of money or even a smaller amount expended judiciously in helping the retailer put out regularly a line of creditable printed advertising would be vastly more desirable from every standpoint.

The retailer needs advertising that will draw the people to his

The catalogue keeps them away.

H. W. Clarke With Chicago Manufacturer

H. W. Clarke has been appointed advertising manager of the Chicago. He has been associated with the McGraw-Hill Company, Inc., of New York, as advertising service department representative at Chicago. Prior to this, he was connected with the Westinghous Electric & Mfg. Company's department of publicity at East Pittsburgh, Pa., and later was Western publicity representative of the same company, at Chicago.

Death of Charles Henry McKee

Charles Henry McKee, president and editor of the St. Louis Globe-Democrat, died at his home in St. Louis, December 19, from pneumonia, which had developed from influenza.

Mr. McKee spent his entire business career in the employ of the Globe-Democrat. His first work was as office boy in the mailing room. He later was advanced to more responsible positions until in 1915, following the death of Daniel M. Houser, he was made president.

dent.

Back from Service, Rejoins Agency

Lieutenant Gordon A. Rieley, formerly in charge of printing and art for The Powers-House Company, Cleveland, has returned to that organization and will be in charge of production. Roy N. Schlick, formerly with the Gardner Printing Company, Cleveland, is now at the head of the Powers-House printing department.

Fruit and Garden

City and town people who have during the past two seasons cultivated war gardens have come to realize as they perhaps did not realize before, the value to the farm family of home grown fruit and vegetables.

It is perhaps easier to understand now than ever before why this branch of the activities of the farm family has an importance entirely out of proportion to the number of acres of garden or fruit cultivated on each farm.

In addition to producing the home supply, there is the necessity of producing for the people in the cities and towns. The supplying of this increasing demand adds cash profits to the savings represented by fruit and vegetables consumed at home.

Three times during the past three years Successful Farming has brought leaders of thought and experience in this line from all parts of the country as our guests and at our expense, in order that our editorial department and through them the readers of Successful Farming might have the benefit of the wisdom of these men.

Throughout the year with proper emphasis at various seasons on the different branches of the industry, our editorial department acts as a clearing house for practical experience in raising fruit and vegetables on farms.

Successful

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Farming

E. T. MEREDITH, Publisher, Des Moines, Iowa Member A. B. C.

T. W. LeQUATTE F. J. WRIGHT C. M. BEER C. A. BAUMGART Advertising Manager Promotion Bureau Merchandising and Sales Retail Service

Chicago
J. C. Billingslea, Advertising Bldg.

New York
A. H. Billingslea, 1 Madison Ave.

Kansas City St. Louis Minneapolis
O. G. Davies, Victor Bidg. A. D. McKinney, Post Dispatch Bidg. R. B. Ring, Palace Bidg.



"Why Don't We Use Telephone Directory Advertising?"

"It's just as much a part of our job to get the business that comes over the telephone as the business that comes over the counter.

"And there's one good, logical way to go after telephone business — by advertising in the Telphone Directory."

You advertising men who are responsible for keeping that line on the sales chart climbing—you can't afford to overlook the telephone shopper in your selling plans when there's one good way to reach her economically.

There's a Bell Telephone Directory in every city, town and village of New York State or Northern New Jersey waiting to carry your message. Ask for particulars concerning advertising in all or in part of them.

NEW YORK TELEPHONE CODIrectory Advertising Department
15 DEY STREET : NEW YORK
Telephone - CORTLANDT - 12000

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Manufacturers May Have Access to Government's War-Time Inventions

Universal Progress Made by Uncle Sam's Experts in War-Time

PRACTICALLY every manufacturer of threshing machines in the United States has arranged henceforth to incorporate in his product as standard equipment one or another of the new devices to prevent explosions and fires. The new accessories that thus find permanent place in an established line have, for the most part, been invented or developed by the specialists at the United States Bureau of Chemistry. The Federal experts were prompted to evolve the new types of fans, fire extinguishers, etc., as a means of con-serving grain for war needs and thus this situation presents a case typical of the very numerous ones in which peace-time industry will benefit from the war-time inventions of the Government.

The means that the Government has found for preventing thresher fires and also for preventing explosions in grain mills and ele-vators may be cited as representative of the function performed by war-time invention in provid-ing new work for "parts" manufacturers. Even more numerous are the instances in which a wartime creation will serve the need of a manufacturer looking about for a new or additional product to occupy the attention of his plant and organization. Finally, the inventions that were produced by Uncle Sam's staff, under stress of war need, will contribute in many instances to quicken and cheapen the processes of manufacture in a wide range of industries.

Illustrative of the last mentioned of these net gains from the war are the new styles of kilns for wood drying which have been perfected within the past few months. Under ordinary comercial practice in the United States prior to the war, oak and

other stock for manufactures such as vehicles, was air-dried, requiring a period of from two to three years. The greatly increased demands of the war depleted the country's surplus stocks of dry material virtually to the point of exhaustion and there was, of course, no time for deliberate seasoning of additional lumber. Thereupon the experts of the United States Forest Service invented the new kilns and evolved the improvements in process that bid fair to revolutionize drying practice.

Already the Government specialists have demonstrated to their entire satisfaction that by the use of the new equipment oak can be dried with a much smaller percentage of loss in kilns than in the open air and the period of drying reduced from two or three years to two or three months.

ACTIVITY IN AGRICULTURAL FIELD

Of the scores of patents taken out this past year on inventions of employees of the Government that are actually or in effect dedicated to the public, a considerable proportion covered devices or processes in the interest of food conservation, or the stimulation of agricultural production. In this category may be mentioned a new gravity fruit separator, processes for the preservation of fruit juices, an ingenious syrup evaporator, a formula for pickling olives, new processes for preserves and jams and the invention of a new leavening agent.

The work accomplished during the war by American experts in perfecting improved "trench flares" and other special illuminants may or may not hold something of inspiration for manufacturers in the commercial field, but it is scarcely possible that industry will not benefit by the improvements that were made in portable acetylene lights. These have a wide range of use in time of peace as well as a function in military operations. In the same connection there might be mentioned the invention of a simpler type of acetylene generator for use in traveling photographic workrooms.

Patents are to be taken out by the United States Signal Corps on a new type of storage battery for unusually long life 18 claimed. It is presumed that the benefit of this invention will be given to the commercial public. In this same connection mention should be made of the work done at Washington, incident to the war, upon dry cells. If there is no new invention to announce in this quarter, at least some benefit should accrue from the adoption of the proposed standard specifications for dry cells which the Government has recently sub-mitted to leading manufacturers for criticism.

One of the most promising inventions is that of a new type of porcelain for which is claimed marked superiority over porcelains heretofore used in the manufacture of spark plugs. This invention was the outcome of an investigation of the design and characteristics that was undertaken almost as soon as the United States entered the war and it was realized what an important part airplanes and motor vehicles were to play in the conflict. Fifty diferent porcelain compositions were tried out before choice settled on the new product.

If aviation becomes the great outdoor sport in the United States there will presumably be a market for the airplane camera that has been invented for Uncle Sam. This camera uses a lens thirty-seven-inch focus and takes pictures on films eight inches square. The capacity of the camera is seventy-five to one hundred pictures at one loading. Apropos

The capacity of the camera is seventy-five to one hundred pictures at one loading. Apropos the inventions for which military aviation has been responsible, passing mention should be made of the work of the experts at the

United States Bureau of Standards in demonstrating the value of "non-shatterable" glass intended to protect the eyes from splinters when accidents occur which fracture the glass used in spectacles, aviator goggles, face masks, wind shields, etc.

PROTECTIVE COATINGS FOR IRON AND AIRPLANE WINGS

Incident to the war, the Government has faced the problem that has so long proved baffling to commercial concerns of protecting iron and steel from rust. In an attempt to solve this, federal specialists have perfected various forms of protective coatings, making use particularly of zinc. In this connection it may be pertinent to ask whether commercial uses will not be found, also, for the so-called "dopes," which the Government has invented to be applied to airplane wings and which are possessed of valuable weather-resisting and fireproof qualities. Rich in possibilities also for a variety of commercial uses would seem to be the new coatings which are being developed for the inside and outside surfaces of concrete ships-both cargo ships of the ordinary type and tankers.

In the space available, PRINTERS' INK can do no more than give a hint of the range of war-time in-vention in behalf of the Govern-There is a probability, though, that it may be worth while for every national advertiser to inquire at Washington what new industrial and scientific assets have accumulated that might prove of service in a given line of manufacture. Several pages of Print-ERS' INK would be required merely to catalogue the pulp and paper innovations that come close to the interests of advertisers. Sam has developed this past year the strongest paper ever devised and something tangible has been accomplished in the evolution of water-proof fibre containers.

A. H. Zimmerman has resigned as treasurer and director of the Continental Motors Corporation, Detroit, to become effective January 1.



Penton Publishing Co.

Cleveland, U.S.A.

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THE IRON TRADE REVIEW (Weekly)
THE FOUNDRY—MARINE REVIEW
POWER BOATING (Monthly)

all members

Audit Bureau Circulations and Associated Business Papers



The Lyric, Baltimore, where the NEWS Victory Conservation Food Show will be held.

Note Particularly-

that The Baltimore News Food Show is a conservation food show, inaugurated to demonstrate primarily the foods with a conservation value-conservation of time or labor as well as conservation of other foods. The products displayed above, like Royal Baking Powder, Mazola, 'Brer Rabbit Molasses, Jiffy Jell, Troco Nut Butter, Douglas Oil, Swift's Oleomargarine, Puddine, Bee Brand Extracts, Gulden's Mustard, Postum, etc., etc., for the moment sold out of the store from which these packages were obtained by the News staff photographer, occurred offhand to the group of Baltimore women keenly interested in this show. If your food is valuable from the conservation angle and does not appear in this ad, we will welcome data on it and endeavor to include it in a later ad in "Printers' Ink", with extensive reprint use to be made of it locally.

VAILABLE statistics shood C imately 16,000 tons in Ba to further co-operate Food same time, give an opportun facture strate to the public the cons to of the NEWS will hold a

Victory Coion Lyric Theatre, Feb

Help America Fulfill Her Food Plea Use Ba food shown above should be in this shad on a conservation basis that we will under a space holds out. Because of sive publicity which The NEWS will conservation, in connection with this columns will be daught affective greater to columns will be doubly effective in New Y a new product or in giving renewed an established one. To such of t proof th shown as are already NEWS advertise. country gest increased space during the per exposition. And more! Whatever "Helg advertise—TRY IT OUT IN BAL Baltimo

We would like to call per manu in B. We

BALTIO

DAN A. CARROLL Eastern Representative Tribune Building

Daily Nov. Av. Net Paid 112,112



least af



stics \$500d Conservation will save approxtons of in Baltimore in 1918. In a desire operate Food Administration and, at the ortun facturers and distributors to demonte consecutor of their products, The Baltimore

Caion Food Show tre, , Feb. 6 to 15, Inc.

d Pled Use Baltimore and The Baltimore thiss! NEWS to test the "point of profit" ided to any campaign you plan to run—Baltimore's per capita purchasing power, used to be United War Work Campaign, is grater than that of Boston, Philadelphia, New York or Chicago! If you want of the United War Work Campaign, is grater than that of Boston, Philadelphia, New York or Chicago! If you want of the test affected of any large city in the country you have only to glance at the tever "Help Wanted" columns of The BAL Baltimore NEWS!

Maryland Wholesale Grocers' Ass'n, Baltimore, Md.

Our Association entirely approves of the plan of the NEWS to hold a Food Conservation Show, and will aid in every way possible.

Some idea of the extent of the business done by Baltimore's 3311 retail grocers may be gained

from the fact that the wholesale grocers' turnover amounts to \$60,000,000.00 annually, of which it is estimated \$30,000,000.00 is on out-of-town products.



HARRYC.GROVE

President.

per manufacturers in all lines who would like to do More Business
n B. We believe we can help you to that end.

TORE NEWS

Sunday Nov. Av. Net Paid

117,036

J. E. LUTZ Western Representative First Nat'l Bank Bldg. Chicago

Adventures of a Buyer Who Comes to the Big Town

A Small-Town Man Decides to Go to His Sectional Metropolis to See Offerings at First Hand-Indifferent Underlings Lose His Trade

By J. R. Sprague

WHEN the small-town man goes to the big city he is apt be a little self-conscious. Things are so different from the familiar, easy going ways of the home town. In the big city, people are so preoccupied and in such a hurry. There seems to be no time for social amenities between people, unless they are relatives, or are trying to sell each other something.

In the home town, if several men are in the elevator of the First National Bank Building, and a lady gets in, all hands solemnly remove their hats, even if she be fifty years old and homely. But in the big city no hat leaves its resting place even though the elevator is filled with a whole flock of matinee girls, all dressed up in

In the big city there are so many chances to acquire culture and refinement on account of the museums, libraries, free lectures, and cabaret shows, that it is easy to see why city people are so much more cultivated than their country contemporaries.

their best clothes.

But when a man goes to the city with money in his pocket to spend, the power of gold sort of makes up for other deficiencies, and gives him the nerve to criticize things which do not seem exactly right.

I am in the jewelry business in a small town, and for a number of years have looked forward to the time when my business would grow large enough for me to make a buying trip to the big city every A friend of mine in the year. clothing business makes such trips regularly, and is always saying that every merchant owes it to his trade to rub up against live, city business methods once in a while. Besides, he always throws a sort of halo around such trips,

by picturing the pleasures of being taken out to lunch by the heads of the wholesale houses, going to shows every evening, and stopping at a big hotel where they have dinner at supper time, and a girl charges ten cents to take care of a man's hat while he eats.

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This year my ambitions were realized for the first time. seemed rather extravagant spend so much money and neglect my business for ten whole days, but I figured that as most successful retailers do it, there must be an advantage in going to market.

will probably seem presumptuous that a retail storekeeper from a small town should criticize some of the ways of big jobbers and manufacturers, but I ran up against a number of things which I can't for the life of me figure to be good business methods.

NOT THE TEXAS METHOD OF DOING BUSINESS

The first day I was in the city I went into the office of a large silverware manufacturer to buy a sterling tea set for one of my customers who wanted something finer than I ordinarily carried in stock, and who had commissioned me to get it for her. It was a purchase amounting to at least a couple of hundred dollars, and as I got out of the elevator and walked into the manufacturer's office, I felt pretty high class and substantial. A young man of twentyfive or thereabouts was standing at the counter as I entered the office, and to him I made known my want.

"I came in to look at a tea service in your Cleopatra pattern," I said in the friendly manner we use back home.

But the young man was not

mellow, only brief and business-"Who are you from?" he demanded, not making any move toward the cases where the kept. samples were

This was sort of nettling to a man who had just been complacently feeling that he appeared like a big business man. It was an insinuation that I looked like a

It is not natural for us smalltown people to be icy and distant, but I tried to throw these qualities into my tones as I replied to the young man, "I am not from anyone. I asked you to show me a tea set in the Cleopatra pat-

tern."

"I can't show you any goods unless you are from some concern in our line of business," said the young man, a...l the interview closed by my walking out the door in a deliberate and dignified manner, calculated to impress him with the fact that he had lost a very

important customer.

Of course the young man was right in a way. His firm protects its customers by absolutely refusing to sell any of its product to consumers, and he had tried to learn if I was some individual trying to beat the game by purchasing from the manufacturer, and thus saving the retailer's profit.

And at that he had the best of me. I started out by being friendly and finished up mad; while he was just coldly efficient all the time. But he might have done it differently. He showed that he was suspicious all unnecessarily. It would have been easy enough to show me what I asked for, and then if it appeared that I was some outsider trying to beat the game, he might have referred me to some retail store which handled his firm's goods. As it was, I bought the silver from another concern, not liking the pattern so well as the one I had tried to get, but my pride was satisfied.

Maybe I ought to be honest and call it vanity. But pride or vanity, it is one of the big factors in the life of the world. For vanity's sake, merchants move from a little store where they are doing well, into a big store, where they go broke; young men marry pretty flaxen-haired girls who have no brains, and pass up the plain, but level-headed ones who would be the real helpmates; and sensible men buy six-cylinder business automobiles which they cannot afford.

For vanity's sake an emperor will throw the whole world into war so as to get his place in the And for the same motive some men will walk half a dozen blocks out of their way so as to patronize a saloon where the bartender flatteringly calls them by name, and sets their favorite poison on the counter without being told.

It certainly is nervy for a small country merchant to go to the great city and criticize the methods of successful concerns which do a country wide business. But I am not setting down my own impressions alone. Nearly all the small-town men I have talked with have had the same experi-

DO WHOLESALERS ALL EAT LUNCH AT ONCE?

Many of the wholesale concerns seem to have a lunch hour when no buyers are expected to come in. I have always heard that in tropical countries business is suspended in the middle of the day so the proprietor and hired help may take a good restful nap, but I had no idea that big business in our country followed any such plan.

Along about noontime on one occasion, I went into the office of a watch importer, to see about getting some military wrist watches, which were then so popular as gifts for the soldier boys in our National Army. This is a large concern, doing, I under-stand, a million dollars' worth of business a year, but I evidently got in at the wrong time, for there seemed to be nobody on hand to wait on customers. Several individuals were sitting at desks, apparently engaged in some kind of bookkeeping, and as I came into

Southern Newspapers Offer Advertisers "A Rising Market"

The advertiser who purchases space in a Southern newspaper buys on a rising market.

In the first place, he contracts for space at lower rates than the price of white paper, present circulation and influence fully justify.

Secondly, his contract will protect him in these rates for a period during which there will be material increases in the editions and pulling power of the newspapers.

Despite restrictions the circulation of Southern newspapers has increased 25% to 50% in the past two years, expenses have practically doubled, yet advertising rates have advanced on an average of less than 15%.

The growth of the South in the past few years has been marvelous and that of her newspapers scarcely less remarkable, but war conditions have prevented the latter from fully keeping pace with the former.

Newspapers, in the South that have increased their circulation fifty percent in five years, for instance, could have made it one hundred percent but for the need of conserving paper, the shortage of labor, etc., during the war.

As peace conditions return these newspapers will go forward at full speed in the effort to print and sell as many copies as their communities now call for—and some record-breaking circulation increases are sure to result.

The South's prosperity must in the nature of things be made greater rather than decreased by the degree

to which her products and resources are essential to the rebuilding of a war-torn world and the utilization of these will bring into her borders more money and more people.

Southern newspapers cannot rest on their laurels when they have arranged to supply the demands of present population. They must provide for a largely increased volume of circulation and already far-sighted publishers of the South are planning definitely to this end—looking ahead months and years.

The buying power of the South never was so great as this winter. It is practically certain to be much greater next year than now. Southern Newspapers offer more for the money than ever before and the advertisers who arrange for space now inevitably must get greater values than pair for owing to the circulation increases that are assured.

No advertiser can at all adequately cover the South unless he uses the newspapers and those that are most powerful in their respective localities are the following members of the Southern Newspaper Publishers Association:

ALABAMA

Anniston Star Birmingham Age-Heraid Birmingham Ledger Birmingham News Gadøden Journal Mobile Register Montgomery Advertiser Montgomery Journal

ARKANSAS Little Rock Arkansas Democrat Little Rock Arkansas Gazette

FLÖRIDA
Jacksonville Florida
Times-Union
Miami Herald
Miami Metropolis
Palm Beach Dally Post
St. Augustine Record
St. Petersburg Evening
Independent
Tampa Times

GEORGIA
Aibany Horald
Athens Banner
Atlanta Constitution
Atlanta Georgian and
Bunday American
Atlanta Journal

GEORGIA (cont.)
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savanhah Merning News
KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courler-Journal
and Louisville Times
LOUISIANA
New Orleans Item
NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News

NORTH CAROLINA
Asheville Citizen
Asheville Citizen
Asheville Times
Chariotte News
Chariotte Observer
Concord Daily Tibune
Gensbook Distribune
Gensbook Distribune
Gensbook Distribune
Asielph Times
Rocky Mountain Evening
Telegram
Telegram
Telegram
Vilmington Dispatch
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail Charleston American Columbia State Greenville News Greenville Piedmont Spartanburg Herald Spartanburg Journal & Carolina Spartan

TENNESSEE
Bristol Horald-Courier
Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tonnessean and

TEXAS
Beaumont Enterprise
Beaumont Journal
Fort Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA Lynchburg News Petersburg Evening Progress the office one or two of them looked me over in an impersonal sort of way, but seeing nothing remarkable about me, dropped their eyes again on their work.

I stood against the long counter in front of the vault for perhaps ten minutes, and not a soul offered to wait on me, or even seemed to know that I was there. Then I walked out of the office, and hunted up another importing house, where I spent my money.

A day or two afterward I met the traveler for the first concern on the street. He had called on me numbers of times in my home town, and knowing him pretty well I joked him a little about the office methods of his house. "I guess you must have happened in between twelve and one o'clock," he explained. "There are regularly two salesmen to wait on office trade, but they go to lunch at that time, and the bookkeepers don't know anything about the stock."

It must be easier to make a living in big cities than in small towns, because at home we have to be ready at all hours to make the most of any stray customer. And for the manufacturers arbitrarily to insist that we shall not buy anything between twelve and one, seems rather unfair. They should remember that when the retail storekeeper goes to the big city he is out of his regular element, and apt to be irregular in habit. The man who at home goes to bed every night at nine o'clock, cannot stay out until midnight enjoying the Potash and Perlmutter show in the great city, and still want his meals at seven, twelve and six, respectively.

And besides, when we retailers go to the city on buying trips, we don't expect to pay for our own lunches, anyhow. We like to see the head of the firm with which we do business pay the check, while we sit back mildly wondering how he is going to add that expense into our bill without our knowing it.

Several years ago a man came through my town selling suburban lots, located somewhere near the outskirts of the great city. I may as well confess that I bit, along with numbers of my fellow townsmen, and every time I look at the useless deed in my tin box, I wonder how I could have been such a darn fool. I remember, though, when he was wishing the property on me, that I had a moment of caution, and asked him why, if the lots were so very desirable the people right in the city did not snap them up.

"Oh, that's easy enough to explain," he said. "People in the metropolis absolutely will not bother with small investments. Their minds are trained to think in large figures. The big city man will simply laugh you out of his office if your scheme promises only a few hundred dollars profit."

For some years I have suspected that the gentleman was a liar, and since my visit to the city I am almost convinced. The hotel where I stopped is advertised as a two-million dollar investment, and I believe the advertisement. But they do not scorn to make the money in small ways if necessary.

HOTELS HAVE ALL THEIR TALENTS EARNING MONEY

Every day during my stay at the hotel, I went to the cigar stand in the lobby and bought post cards to send the folks back home, informing them that I was having a great time, and wishing they might be with me. The post card which I fancied most was one with a picture of the hotel on it, and it was a great comfort to let the folks see what a luxurious place I patronized. The price of these post cards at the cigar stand was two for a nickel.

But when I was getting ready to leave, I stood a moment at the desk talking with the room clerk, and noticed for the first time a pile of those same post cards lying on the counter along with some other advertising matter. Thirty feet away they were two for a nickel, but here they were for free distribution, and guests were urged to use them, because of their advertising value to the

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The place came very nearly losing my future trade

right then.

S

During my stay in the metropolis I did one very unkind act. It was against an old man, too, which makes it all the more brutal. I wanted to get some fine china plates to match a set which I had recently sold a customer, and went to look for them at the establishment of a great importing firm. The place occupies half a block, but you cannot go in any entrance which pleases your fancy, because on each door there is painted a hand pointing to a central entrance where customers must mobilize.

This room contains several desks, a number of long tables on which samples of rock crystal, china and cut glass are displayed, and through archways one can see into other show rooms where the great stocks of merchandise are kept. There were perhaps a dozen employees in sight; two or three at the desks and several others waiting on customers, or arranging the articles on the tables. One man, of fifty-five or thereabouts, with white hair and moustache, seemed to be the camp commander, for he was fussing around the whole place, and every time he spoke to one of the others his orders were obeyed, but sort of grudgingly, I thought.

I took my place in the geo-graphical center of the room where I could be seen by all eyes, and waited for someone to find out what I wanted. But no one I recalled how, in the home town, we always walk right up and ask a visitor what we can do for him, even if he looks like a drummer, or any other non-producer. No person is ignored, even though he may be suspected of being a solicitor for an ad in the programme of the Labor Union picnic. If all clerks are engaged, the porter will go up to a stranger and politely assure him that he will be waited on as soon as pos-

Maybe I was unreasonable, but I made up my mind that these city people should be as enterprising as we are in the country town. The elderly man brushed past me several time with unseeing eyes, and having finished whatever he was doing, sauntered toward the front of the store and leaned himself against a showcase to observe the passing throng. It was a pleasant occupation, for skirts in the metropolis are worn much shorter than in our home town.

THE REPROOF VALIANT

When I thought I had waited long enough, I walked up to the observation post and inquired of the elderly gentleman if there were salesmen in the place who sometimes waited on people. Even then, though peeved, I would have been good, if he had shown the right spirit. But he didn't. "What do you want," he de-

manded.

I replied that I had wanted to look at some merchandise, but no one seemed willing to wait on me. "Everyone has been busy," he

replied.
"No, everyone hasn't been busy," I responded, "because you yourself brushed past me several times without paying any attention."

By that time we were both pleasantly mad. "Well, what can

"You can't do anything for me now," I snapped back. "I did want to buy some merchandise, but I guess I had better go where they want to do business."

I said this in a sort of a big manner, so as to leave the impression that I wanted to buy a couple of thousand dollars worth of stuff. And then I gave way to the basest instinct. I walked as far as the door, and then turned back.

"I suppose you sometimes wonder why, at your age, you are still a clerk," I said meanly.

Geneva, N. Y., Dailies Combined

The Geneva, N. Y., Daily News, has been combined with the Daily Times, of the same city. The consolidation occurred December 23. The name of the paper will be the Daily Times (and News).





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WALTE · New

OMFCRT'SBig Victory Number For February

Our February Victory Number will be the largest of the year, both in size and interest.

Six million farm folks will devour its contents, including the ads. which they don't skip as city people are apt to do.

Comfort is the favorite magazine of the prosperous, progressive farm families having money to spend to supply the many wants of their high standard of living.

February Comfort will find them in the leisure of the mid-winter season of slack work and few amusements on the farm, and will be perused by every member of the family during the long winter evenings at home.

COMFORT has a sphere of influence all its own.

It will pay you to break into it through an ad. in February Comfort, the front cover of which is reproduced in miniature on the opposite page.

Last forms for February close January 10.

W. H. GANNETT. Pub. Inc.,

Advertising, Turn-Over and the Wages of Labor

Big Production and Big Buying Will Help Ease the Situation—Plans for Dealing with Ambitious Workmen

THERE was a feeling in some quarters in the great congress of industrial representatives, held at Atlantic City recently, that organizations of manufacturers, in investigating the conditions that are likely to confront them in the adjustment of business back to a peace basis, would ignore the whole question of labor. This feeling, in fact, was expressed in so many words by a few of those who were directly concerned. It did not prove, however, to be a general sentiment.

The leaders in the field of American enterprise showed that they had no disposition to bury, ostrich-wise, their heads in the sand. They were not the kind of men to shirk trouble. They were going to face every problem that lay in their path, squarely and resolutely, determined to find the proper solution for it. If labor was a problem, it was going to be

solved.

They showed, also, that toward the whole question of labor their attitude was sincerely sympathetic. Such men would not tolerate for a moment the idea that there could be any antagonism between the function in industry which they represent and that of the workers. Their interests, they affirm, are directly and intimately the interests of labor. The interests of labor are also their own. Unless labor is kept busy, is well paid and is able to live in happy and cheerful surroundings the hope for the progress of industry is made vain, no less than it must be if manufacturers on their side are kept from the possibility of conducting a profitable business.

If flourishing conditions are to be made enduring in the United States, capital and labor must unite in maintaining big volume production of standard goods and of new goods of every sort; they must realize that they are both concerned in promoting the largest possible turnover of merchandise, they must consequently see to it that goods are widely advertised, that a desire for the products is created over the broadest kind of a field and that there is production and distribution to meet the resultant demand.

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MUTUAL RECOGNITION OF RIGHTS OF OTHERS

The idea that there is in industry such a thing as class with diversified interest is utterly repudiated. There is a common interest for all concerned and it is on this principle that manufacturers are determined to work and this is the sentiment by which they intend to show themselves animated

"The prosperity of the empire," said Mr. Bonar Law, British Chancellor of the Exchequer, recently, "depends on capital and labor working harmoniously together." So does prosperity everywhere. American manufacturers know it, and they are optimistic because they are generating and furthering harmony.

Henry P. Kendall, was chairman of the Committee on Industrial Relations at the Atlantic City convention. He declared that no serious-minded man can to-day believe that we shall return to the status quo of conditions before the war and he advocated a plan of wage adjustment which he believed to be the only sure safeguard in industrial management to establish sound business principles and economic justice.

"There are three ways," he said,
"in which this question may be
considered. First, through a set
of federal industrial courts, after
the plan of the Australian system,
in which arbitration becomes virtually compulsory, with a huge
Governmental machinery set up to

64

carry this out. The experiences of the war period hardly tend to increase the confidence in, or the desire to further on any large scale, Government interference in this delicate and perplexing ques-The second plan of wage adjustment is through boards set up by the industries themselves and their employees, with equal representation on each side, to agree on standards of wages, hours and conditions of employment. Such boards to-day exist in many large industries and are working well. The third method, if it deserves to be so characterized, is to allow contention to continue, or to let things drift, a method which would be quite unsound and unwise.

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"The second plan is the one based on good business principles and on good ethics. Far-seeing business men will do well to speak in no uncertain fashion and to declare the principles for which they stand. They must be ready to meet the situation squarely with a full knowledge of economic law and with respect for the laws

of human society."

Frank H. Taylor, president of the S. S. White Dental Company, has had occasion to study in England some new phases in the methods of working out an adjustment in industrial relations between employers and employees. He has returned to Europe to continue his investigation into the subject. On the eve of sailing he said:

"It is our duty as manufacturers, now that the war is over, to readjust our affairs to new conditions. If we do this in a calm and methodical manner, the crisis will be of short duration and will soon be passed. Demoralized prices and falling markets are two of the things to avoid. The American manufacturer has learned a great deal in the past year. He is now put to the test to avoid these particular dangers.

"I appeal to manufacturers to maintain their prices rigidly, at least for a few months in the face of diminished production, and I warn them against starting a falling market while the work of readjustment is under way, because of the following obligations:

"We, as manufacturers, have a deep responsibility in respect to our employees. The cost of living cannot be suddenly reduced. The immediate curtailment of wages, would, therefore, be most unfortunate, and while our people are working out their personal problems we should put all our force into plans to maintain their wage rates."

Mr. Taylor alluded to a plan which he had examined while it was being elaborated in England, that of establishing a minimum, with extra pay for good work

with extra pay for good work.
"I would suggest," he added, "that all of us manufacturers try to establish in our minds a minimum or basic wage, one which, however, would apply only to those workers who give us service not above the average, and that in addition we undertake to comabove-average service rendered by our people individually. I want the willing worker to be well paid for all the service he renders above and beyond the service received from those who get the minimum or basic pay.

"May I add that, besides the wages which I would like to see maintained, we owe our employees an opportunity to obtain a business education while they are in our employ. The plans which will accomplish the above ends must be made and carried out by ourselves, the men engaged in industry, because we know the business problems better than outsiders can know them. Even Government officials who have the best possible intentions cannot have an intimate knowledge of our problems."

Similar earnest and sympathetic utterances in behalf of the interests of labor have come from many prominent manufacturers, and, with the heads of industrial concerns inspired by such sentiments, there can be little reason to fear that the questions affecting the relations between capital and labor will not be worked out satisfactorily in the period just

ahead.

In apportioning your appropriation for advertising just bear in mind these facts:

- 1st: That in magazine advertising you do not intensively cover any city.
- 2nd: That, however, you do less in New York than in any other city in the country, because magazine circulation is smaller per capita there.
- 3rd: That because different habits and living conditions obtain in New York City, is no reason at all why the retail distributor should be thus discriminated against.
- 4th: That the reason for this discrimination is a preconceived erroneous notion that an enormous sum must be spent in advertising in order to cover the market.
- 5th: That this erroneous conception is a result of a failure to make a comparatively simple analysis of the tremendous existing differences between New York City and other metropolitan centres.***
- 6th: That fundamentally this difference is based on the habits and living conditions of the New York resident. His leisure time is spent in a different manner.
- 7th: That he is an inveterate theatre-goer and therefore theatre program advertising is the logical and natural form of advertising through which he can be effectively reached.

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othe on r Yor 8th: That when the New Yorker is advertised to he is more responsive probably than any other consumer elsewhere. He is a trained "spender" and looking always for what is novel or best.

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- 9th: That through theater programs you do advertise to him; that this form of advertising combines the advantages of volume and class circulation with intensive concentration in the market.†††
- 10th: That because it is based on and built around the habits and living conditions of New York specifically, this form of advertising is economical and effective out of all proportion to its comparative cost.
- 11th: That there are forty-six different theatre programs published and the range of expenditure varies from \$1,200.00 a minimum of quarter page in ten theatres, to a maximum of \$16,000.00 annually, which provides full page space in all the theatres for an entire year.
- 12th: That even the smaller of these expenditures tends to equalize in New York the advertising done by the manufacturer nationally and the distributor there is given in consequence proportionate assistance in disposing of his stock to the consumer.

^{***}An analysis of the difference between the existing conditions in New York and other metropolitan markets is published in booklet form and will be sent without cost on request to the New York Theatre Program Corporation, 108 Wooster Street, New York City.

^{†††}A brief on the subject of Theatre Programs as compared with other forms of advertising will be sent without cost on request to the New York Theatre Program Corporation, 108 Wooster Street, New York City.

Feeling the Pulse of Your Business

What a Study of the Letters of Mail-Order Customers Reveals

By Grafton Roberts

HE big flat-top mahogany desk of the manager of a very successful mail-order business in women's apparel was stacked high with orders. A table behind the executive was also piled high with wire baskets laden with orders. On the floor beside him were other baskets of orders.

As the writer entered, the man was jotting down a note on a big pad of yellow paper which occupied the only clear space on his

desk.

"Well, do you do all the work of the organization yourself?" queried the writer. "No," he replied, smiling. "This

is a job I do twice a year, spring and fall. I'm feeling the pulse of our business."

"Explain," asked the writer, always interested in things mail

"Well, there isn't much to explain. It's just a little hobby of mine. Every season I look over all the orders and correspondence for the first week after the catalogues are out and beginning to pull."

"You don't mean to say you read every one of them?"

"Every one, big and little, long and short. I used to think I could delegate the work to assistants and get them to make up statements and tables and charts for me. I had them figure the amount of the average order, the distribution of the business by States, the distribution of the orders by departments, the proportion of people who used the order blank, and a score more facts and averages. But one season I decided to look through the orders and correspondence myself. It was a revelation to me! Never since then has a season passed that I haven't devoted the better part of a week to reading over the orders. If I did nothing else for this business during the year, the things I learn and am able to pass along as instructions and suggestions to buyers and department heads, and also to write into the policy of the house, would almost make me worth my salary. Yes, if I could work only two weeks during the year I believe I would work one week in the fall and one in the spring, reading the orders and correspondence coming in from the new catalogue. Then I would dictate my deductions in the form of suggestions to the force.

THE REVELATIONS OF ONE DAY'S MAIL

"I find," continued this successful executive-and the writer is quoting his words as nearly as he can remember them-"I find that the mail for the first week after the orders really begin to come in shows me the business through the eyes of our customers, instead of from the point of view of our buyers and department heads. I learn more about how well our business is serving our customers from reading one big day's mail and orders than I do in six months any other way. Of course, I don't hold the orders up; they aren't sent to me until after they are filled. And the letters of inquiry, etc., are not sent to me until after they have been answered, with the carbon of our reply attached in each case.'

I'm interested in knowing more about what this taking of the 'pulse' shows you."

"Well, first of all it shows me how well the buyers for the various departments are gauging the needs and tastes of our customers. That's one of the most important things to know in a business of this kind.

"Then I learn whether our catalogue descriptions are accurate and adequate. That is very important indeed. Too much description wastes space, but too little description loses sales. I have seen instances where an article

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AND NOW, PROMPTED AND GUIDED BY THE SPIRIT OF THE SEASON, LET US RENEW OUR YEARLY CONTRACT OF GOODWILL AND KINDLY FEELING.

MAKE IT SUBJECT TO NO CANCELLATION CLAUSE.

NOR LET IT CONTAIN ANY QUALIFICATION. RESERVATION

OR CONDITION OTHER THAN THAT OF CONTINUOUS

ANNUAL RENEWAL.

MAY SUCCESS ATTEND US BOTH THROUGHOUT
THE YEAR AND EACH FIND JOY AND PRIDE AND SATISFACTION IN THE ACCOMPLISHMENT OF THE OTHER.

THE JOHN BUDD COMPANY.

NEW YORK CHICAGO

that has been pulling steadily season after season has dropped off fully one-half when part of the description was cut-and a part that seemed to us at the time not to be important. On the other hand, I have seen whole pages of more or less staple merchandise perk up and show a big increase in sales after the copy had been rewritten by a different writer who knew how to handle the job. There is a distinct knack in painting a word picture of an article or a garment that makes the illustration take on color and depth and proportion, and also in making the reader see the value in the article and appreciate its beauty or utility or both."

Picking out three orders from a special pile that were evidently laid aside for future attention, he went on, "Now here are three orders that show that the description of one of our numbers was misleading, not in the sense that it was dishonest, but in that it was not clear. It leads the reader to expect a different sort of a garment. At least three customers have read it the same way, and they will be disappointed when they get the garment. Just a case of carelessness in writing the description.

"A special form letter will have to be written to go out every time that number is ordered, to explain briefly that the description was misleading, and to express our willingness to take the garment back if it is not entirely satisfactory. In that way we will save the writing of scores of individually dictated letters and also head off the disappointment, perhaps the anger, of some of our good customers by anticipating the jolt that will come when they receive the garment. The garment itself is good value and all right in every way, and many customers will keep it if we head off their irritation in this way.

"Then I learn what people want that we don't carry. We have two profitable new departments in the catalogue, the need for which never occurred to us until I got the idea while looking

through the orders and correspondence.

"But perhaps the most important result of my week's work is the mental picture I get of our customers-our mail-order family. I get this picture from the stationery, the handwriting, and the grammar used by the customers. The very first time I went through the week's mail I discovered that we had a much higher grade mailing list than we thought we had. Not a few of our orders came in, I found, on nice die-stamped stationery. Of course there was also a goodly sprinkling of single sheet letters written in lead pencil on cheap blue-ruled sheets from fivecent writing tablets; but the general social average was higher than any of us had realized.

LIVES WITH HIS CUSTOMERS

"Studying these cheaper letters, and the fifteen and twenty-five cent orders, showed up some things that led us to drop certain lines of cheaper merchandise that were drawing too many small orders which took just as much time and labor to fill as the larger orders, but on which there was no profit when so many of them were ordered on single orders. Shipped with larger orders which helped absorb the cost of handling, these less expensive items showed a little profit, but after actually examining the orders myself for a season or two I found out that all too often they were ordered

"Now, here," he continued, picking up a letter written in a "fashionable hand," as he called it, on neatly monogrammed stationery, "is an order from the wife of the governor of one of our Western states. I was astonished to find how many such letters and orders came in our mail. I began to see that we catered to a better crowd than I had supposed—or than any of us had supposed. I have gradually come to realize that the nicer people take our business more seriously than we realized. And the result is that we have been building up the top range of our merchandise, that brings in larger

Broadside

"There is always a leader in every line," just as this Advance-Rumley folder says. And Foldwell is the leader as a paper stock for mail advertising.

You can be sure your direct advertising reaches your prospects without breaks or cracks—whole and clean—when you use Foldwell. You can be suffered to be suffered to the suffe

One user of more than a million circulars a year says that Foldwell increased his returns over 20 per cent. Another user bears witness to an increase of 25 per

cent. You can secure similar gains.

tlar gains.

This is what big users of Foldwell have done—concerns like the Advance-Rumley Company, De Laval Separator Co., Otts Elevator Co., Art Metal Construction Co., Mc Cray Refrigerator Co., Moline Plow Co., Western Electric Co., Curtia Company, Page Automobile Co., Wilson-Jones Loos & Leaf Co., and various others.

Profit by the americance

Profit by the experience of others—let us send you the Foldwell book, "Putting the Sales Story Across."

CHICAGO PAPER COMPANY, 814 South Wells Street, Chicago, Illinois. unit orders and shows a better profit, and cutting off some of our cheaper stock that we aren't a bit But until I proud of anyway. began to read the orders over myself, I didn't suppose we dared do such a thing, though I knew it was desirable.

"You would be surprised to know what a change all this has made in our advertising policy. We go after an entirely different class of people now. Our advertising appeal has been changed considerably since I started taking the pulse of the business.'

"But how do you get so much out of the orders and correspond-

ence?" asked the writer.

"In various ways," was the re-"Through the stationery and ply. the handwriting and the grammar. as I have mentioned before. And then often people write comments and questions on the order blanks. Sometimes they are very human and funny; sometimes unreasonable; sometimes they contain hints or suggestions for new departments or for new articles or garments for an existing department. I read them all and often dictate letters to the writers, thanking them for their interest. And of course the letters of inquiry and the complaints are invaluable in giving me a line on how our customers feel toward us, and also on how our correspondents are handling them.

"I always work with a map be-fore me," explained the executive, indicating a big map of the United States on the opposite wall, "and frequently before writing a letter I go over to the map and locate the town or village to which it is to be addressed, if I am unfamiliar with it, to help me visualize the

customer and her situation. "The fact is, during this order-orgy week I am really living with our customers. I go over every order and letter almost as carefully as though I were a detective seeking some sort of a clue. And when I get through I have reams of sheets of memorandums and suggestions; I have the pulse of the business, to guide me in everything I do for months to come." Chicago Churches to Advertise Cooperatively in Newspapers

The Chicago Church Federation, composed of 600 churches representing various denominations, has decided to rious denominations, has decided to spend \$12,000 in a church advertising campaign in newspapers, on posters and by electric signs. A permanent com-mission on church advertising and publicity will be established, having as its members business men who are used to advertising on a large scale.

Part of the campaign will be along the line of an effort to win 25,000 new church members by Easter.

This action was taken by the Federation after an interesting the second to the second the second to the second the sec

Inis action was taken by the Federation after an interesting session in which an address was made by W. Frank McClure, who has for sometime been promoting the church advertising proposition in Chicago.

"Advertising today is a system of edu-cation as well as a dynamic force," Mr. McClure said. "Banks which once thought advertising unethical now are thought advertising unethical now are large buyers of space. Entire pages are placed in the metropolitan papers by political parties, railroads, striking railroad employees and boards of health. In fact there is only one way to reach all the people and that is through the printed page."

Death of R. E. Dildine

R. E. Dildine, general manager of Ames, Holden & McCready, shoe man-ufacturers of Montreal, died on Decem-

r 23, as the result of an operation. Mr. Dildine was widely known among Mr. Dildine was widely known among advertising men and particularly in the shoe field. He was at one time sales manager of the Endicott Johnson Co., Endicott, N. Y.; served for a short time on the staff of the Dry Goods Economist, New York, and, prior to his joining Ames, Holden & McCready, was on the editorial staff of PRINTERS INK.

He joined the Montreal manufacturing house about three veers age. He

ing house about three years ago. He was soon made a director, and last July

became general manager.

Joins Scott & Scott, Inc.

Harry M. Adlerstein, for ten years with the Federal Advertising Agency, New York, and more recently advertis-ing manager of the Samuel Stores, Inc., New York, is now connected with Scott & Scott, Inc., New York.

Hickerson Joins Freeman Agency

On January 1, Earle Hickerson will become vice-president and assistant genreal manager of the Freeman Advertis-ing Agency, Inc., Richmond, Va. He has had a number of years of experi-ence in agency work throughout the South Atlantic States. More recently he has been advertising manager of the Richmond Times-Dispatch.

Peace Brings Prosperity to Southern Farmers

FERTILIZERS

Fertilizing materials, which during the war period were so largely used in the manufacture of war munitions, will now be released and become available in meeting the new demands upon Southern soils.

Nitrates in the form of nitrate of soda, sulphate of ammonia, potash, and cyanamid will again become common on Southern farms, and sulphuric acid, the production of which was so greatly increased by war demand, will now be released for the manufacture of acid phosphate, one of the great stand-bys of the Southern Farmer.

These materials, used in the mixing of high explosives during the past four years, will now be the greatest single factor in the production of Bumper Crops in Dixieland.

The Southern Ruralist, which reaches more buyers of Fertilizer than any other Farm Paper, is at present carrying the advertising of the Soil Improvement Committee, Virginia-Carolina Chemical Co., Armour Fertilizer Co., Ashcraft-Wilkinson Co., and F. S. Royster Guano Co. If you handle a Fertilizer Account, we will be glad to send you special data showing the stupendous demand in our territory.

Send for Rate Card and Circulation Statement

Southern Ruralist

Audited by the A. B. C.

ATLANTA

One Hundred Thousand More Circulation than Next Largest Southern Farm Paper

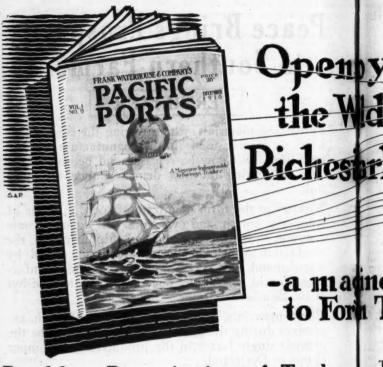
CHICAGO
J. C. Billingslea
Advertising Bldg.

ST. LOUIS
A. D. McKinney
Post Dispatch Blds.

MINNEAPOLIS R. R. R. ng Palace Bidg. NEW YORK

A. H. Billingslea

No. 1 Madison Ave.



Booklet, Descriptive of Trade Possibilities of the Pacific Ports Field, Free to Executives—Write at Once for Your Copy.

BEFORE the war aroused the world from its lethagarical state, the annual, Pacfic Ports, was the standard and recognized commercial guide to the more than one hundred seventy-five ports of the Pacific Ocean. During the last decade, however, commerce in this world's most extensive as well as most virile field has forged ahead with such rapidity that the need for a monthly magazine to supplement the annual, Pacific Ports, grew severely acute. To make such a magazine a success, necessitated a representative in every major and practically every minor Pacific Port.

NEW YORK SAN FRANCISCO 50 Church St. Hearst Bldg. PACIFIC TS

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iaine indispensable on Traders—

Through the fortunate position of Frank Waterhouse & Company, world traders, such an arrangement became possible and Pacific Ports, a monthly magazine, was born. Though, but nine months old. Pacific Ports has carved out a definite, permanent place for itself in the world of foreign trade.

The first issue was little more than a pamphlet; the current issue is a weighty magazine. The urgent need for such a magazine and the able, thoroughly practical way in which it is edited accounts for its remarkable growth.

The dominant, highly rated institutions, as well as an extensive number of the smaller progressive ones at, and adjacent to Pacific Ports are already using the magazine as a shirt-sleeve partner. The indispensability of Pacific Ports to world traders is evinced by their willingness to pay \$7.50 a year for it and the annual.

Further facts concerning Pacific Ports, the extensive field in which it circulates, and the concrete nature of the service it is equipped to render, are all incorporated in a new booklet, ready very shortly. Place your request in the mail today for a copy.

ICITS, Inc.

SEAT

VANCOUVER, B. C. YOKOHAMA Rogers Bldg. 101 Ohgicho-Nichome

Filene's Plan Would Reduce the Cost of Selling

Famous Boston Department Store Inaugurating a New Policy of Charging for "Service"-Heavy Advertising to Convert Customers

By Leonard Etherington

NOT only retailers but also manufacturers are watching with great interest the efforts of the William Filene Sons Company to retain for peace some of the economies instituted for times.

Filene's, from the start, has been famous for its original methods. Moreover, it has displayed resourcefulness and perseverance in carrying through new policies which have more than once agitated retailerdom. present plans, therefore, deserve adequate attention, for in effect they are efforts to help reduce the cost of selling merchandisea cost which has increased alarmingly in the past few years and much of which has been due to heavy demands on the "service" of retailers.

In common with other large stores, William Filene's Sons Company, the famous Boston concern, prevailed on its customers as much as possible during the war to abide by the rules of the National Council of Defense, and cut down deliveries to one a day. As a result of this practice and long investigations, Filene's recently inaugurated a new policy in regard to deliveries and the charge account system, which has caused a veritable furor of discussion in retail trade circles all

over the country.

The gist of the new policy as it is explained, is to "get what you pay for, and pay only for what you get."

To achieve this result, on De-cember 1, 1918, the following rules

were put into effect:

1. A charge for the privilege of having purchases delivered. (10 cents for parcels of average size within the Boston district.)

2. A charge of 50 cents a month

for the privilege of active use of a charge account. (No charge will be made for months during which the account is not used.)

3. A limitation to forty-eight hours of the time during which goods to be returned may be kept

by the customer.

When they decided to put this policy into effect they made it known to the public in a vigorous campaign of newspaper advertising. One of these advertisements ran as follows:

DO YOU KNOW WHAT YOU PAY FOR?

When you dine at any restaurant, you know you pay for two things—food and service (whether "service" is item-

and service (whether "service" is itemized in the check or not). If you don't want to play for service you go to the dairy lunch or cafeteria.

Same way at stores. Here, too (except in a few instances like our Bargain Basement), you've always paid for two things—goods and service (even if "service" wasn't itemized on the sales elici).

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If you didn't want to pay for service you had no recourse; as a matter of fact you probably never realized you were paying for it.

Filencie has desed to break away from

ract you probably never realized you were paying for it.

Filene's has dared to break away from this time-worn custom in its new policies. From now on you can buy goods here with certain services—or without them, as you prefer.

If you buy "with," you are charged 50 cents for every month you use your charge account and a minimum delivery charge of 10 cents a package if goods are sent. If you buy "without"—in other words, pay cash and carry your bundles—you saye these service charges.

In either case we give you your money's worth—you get what you pay for and pay only for what you get.

I asked Frank A. Black, the publicity manager of Filene's the other day, to tell me something about the new policy and its workings for the benefit of the readers of PRINTERS' INK.

"The first thing we had to ac-complish," he said, "was to sell the new policy to our own employees. Many of them were aghast at the idea. The average

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The February Issue

Pictorial Review

showed a 10,000 line (40 per cent) gain over the February 1918 issue

The March Issue

Pictorial Review

(which is just closing)

Breaks all Records

It will carry about 22,400 lines more advertising than the March 1918 issue.

It will have about 14,000 lines more advertising than any issue of PIC-TORIAL REVIEW ever before published.

Never before has any magazine (in our class), with one exception, reached anything like this great volume of advertising.

Advertising Director

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A Glance Back and a Look Ahead

We have had a good year. The growth of our business is of interest chiefly to ourselves, of course, but the reason for it has a moral for all advertisers, which we are not too selfish to divulge.

As recently as a year ago, a good many people thought, and not a few said, that a strong advertising agency could not be established in a city like Hartford. But we believed then and we have proved now that energetic ability and close attention to the interests of one's clients are not less effective because of the proximity of client and agency.

It was once said that Mark Hopkins at one end of a log and a student at the other end constituted a university. It is not so important where an advertising agency is as where its clients are.

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tts A good deal of the virtue which can be affirmed either of us or of any other agency cannot be checked up by the auditor, but the work we have done and our attention to our clients' interests are as solid and demonstrable as a block of The Charter Oak, which is the symbol of our home town.

And so we "greet the Unseen with a cheer."

The Manternach Company
Advertising
HARTFORD, CONNECTICUT



store looks up to its charge customers as the keystone of the business and regards the charge system as a sacred institution. But we brought facts and figures to our aid and by this means carried them over to our view of the

matter.

"The fact that this store has always been a pioneer in inaugurating new policies helped us a whole lot. Why, in the old days, when Filene's was only a small store across the street from here, we were the first to charge for alterations. Before that time two women might come in and buy exactly similar dresses. One would be fitted perfectly and pay and walk out with the garment without any changes at all. The other might require the dress to be practically made over, and yet she would be asked to pay not a cent more than the first customer. Today nearly every store charges for alterations as a matter of course.

"Then, when we started our famous automatic basement, we put into force rules which were then regarded as revolutionary. These rules were, everything cash, no C. O. D.'s, no free delivery, no exchanges after forty-eight hours, and automatic reductions in price at fixed intervals.

"So you see we were used to

"So you see we were used to doing unusual things, and both our own people and our customers expect them of us. That has helped a whole lot, too. We are going to stick to our new policy because we know it is the right one and that eventually we shall save our customers a great deal of money

through it.

"In all large stores such as this the percentage of charge accounts has been falling off during the past few years, but in most cases the cash business has been growing in greater proportion. We had approximately 7,000,000 sales during our last fiscal year and less than 100,000 deliveries. That means that the rich people have been economizing, while the poorer classes have been buying more freely.

"About one-third of our total business was from charge ac-

counts, not including the basement. In our total store business only about 25 per cent was charged. But our charge customers are only about 10 per cent of our customers.

"Now, every store has to include in its selling price the cost of its charge and delivery systems. A large percentage of our customers were paying for services they did not receive. We fully believe that by inaugurating the plan of 'getting what you pay for, and paying only for what you get,' we shall eventually save our customers a

great deal of money.

"It cost over three per cent extra on the total amount of our charge business to take care of it. If this part of our business had had to stand on its own feet it would have been a loss. But it was not regarded as such because it was carried by the whole store. By our new policy the charge customer pays for the cost of the accommodation, and those who wish goods delivered pay for that also. The savings we effect will be gained by all our customers in the lower cost of merchandise.

"Have we had kicks? Of course we have. It does seem ridiculous at first blush to ask a customer who has paid \$300 or \$400 for a coat to pay ten cents for delivering it to her. But the principle of the thing is right, and, of course, we can make no exception or the whole thing would fall

apart.

"Have we lost any business by reason of the new policy? Why, certainly we have lost some sales. A few people have refused to take goods they have selected when they found it would cost them ten cents to have the purchase delivered. A number of our charge customers have written in telling us to close their accounts, as they refuse to pay the fifty cents a month charged on active accounts. You must remember, however, that every large store has hundreds of charge accounts of people who buy very little and whose business is a losing one for the store. If all large stores would investigate their charge account

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goodly percentage of it.
"On the other hand we have had a number of letters praising our new policy, many of them from people whose opinions-and business-are really worth hav-

When Filene's determined on the far-reaching new policy it called a meeting of the Retail Board of Trade of the local chamber of commerce and explained to the representatives of the various local stores just what it proposed to do. This was done hoping that some of the other stores would join in the new The plan was discussed at several meetings, but none of the other stores has as yet followed in Filene's footsteps. In fact, their policy and attitude toward the new plan has been rather interesting.

The widely advertised policy of Filene's has put the other local stores on the defensive and some of them have adopted energetic means to overcome the effect of the publicity Filene's has obtained. The principal reliance of these stores in combating Filene's aggressiveness appears to be to prove that "they are different," and to make a virtue of the very things that Filene's abuses.

If the Filene plan proves a winner it is more than probable that next summer or next fall will see a great many large stores throughout the country falling into line. That certainly will be revolutionizing business methods in a short time with a vengeance.

A. N. A. Issues Brief on Reconstruction

The Association of National Advertisers has issued Part 1 of a brief on "Reconstruction of Foreign and Domestic Markets," based on information it has gathered relative to conditions in the United States, the United Kingdom, France and Germany. Conditions existing before the war are discussed and there is a section on prospective

ing before the war are discussed and there is a section on prospective changes that are likely to occur. The second and third parts of the brief, not yet issued, will refer particularly to the "Merchant Marine" and "Financial Relations."

Chicago Has Direct-by-Mail Advertising Club

Last week in Chicago advertising representatives of a number of manufacturing and jobbing concerns organized what will be known as the Direct Mail Advertising Club. Permanent headquarters will be know the stablished and regular meetings will be established and regular meetings held. One of the avowed objects of the value the standard of held. One of the avowed objects of the club will be to raise the standard of retail advertising and to try to bring about more resultful co-operation between the retailer and the manufacturer. An effort will be made also to improve direct advertising. One speaker said he had seen sixty pieces of direct mail advertising during the week and that only four were worth while. were worth while. only four

only four were worth while.
These officers were elected:
President, W. H. Boggs, the N. K.
Fairbank Company; vice-president, C.
E. Johnson, International Harvester,
Company; secretary, J. P. McAvoy, P.
F. Volland Company; treasurer, H. H.
Delano, Alfred Decker & Cohn.

Stollwerck Purged of German Taint

The business of Stollwerck Brothers, Stamford, Conn., makers of chocolates and cocoa, was sold on December 21 by A. Mitchell Palmer, Alien Property Custodian. The purchaser was the Touraine Company, of Boston, who bid \$1503.300.

Six thousand one hundred and sixty-five shares of the common stock were sold and 6,000 shares of preferred

sold and o,000 snares us presented stock.

Of the common stock sold, all was held by the Stollwerck brothers and three other Germans living in Cologne. All the preferred stock sold was in the name of the Stollwerck brothers. Ludwig Stollwerck and Karl Stollwerck with Cologne organization. compose this Cologne organization.

Hamilton Gibson Heads Agate Club

At the annual meeting of the Agate Club just held in Chicago, the following officers were elected for 1919:
Prescident, Hamilton Gibson, Butterick Publishing Co.; vice-president, H. B. Fairchild, Munsey's Magasine; secretary, L. M. Hart, Collier's; assistant secretary, Carl H. Rompel, System; treasurer, W. S. Carlisle, Crowell Publishing Co.

secretary, W. S. Carnsto, treasurer, W. S. Carnsto, lishing Co.

The Agate Club is composed of the The Agate Club and the Club western representatives of monthly and weekly publications. In 1919 the Club proposes to celebrate the twenty-fifth anniversary of its founding in a substantial manner.

Agency Has Branch in Japan

The J. Roland Kay Company, Chicago advertising agency, has opened an office in Tokio, Japan, under the name of the J. Roland Kay Far-East Company. This company also opened a New York office recently.

Advertising That Increases Food

Walnut Growers' Association by Assuring Market to Growers Stimuulates Production

UNCERTAINTY as to what the market is going to be is one of the things that has always held back farm production. No man will run the manufacturing end of his business to its maximum capacity unless he is reasonably sure of being able to sell

his output at a profit.

In this respect the operation of the law of supply and demand has often worked havoc with the farmer. In normal times when the country produced a tremendous yield of a certain crop, the abundant supply forced prices down. In some cases prices went so low that it did not pay the farmer to harvest his crop. This was especially true with regard to perishable produce or with regard to any product whose distribution was not well organized.

Take potatoes, as an illustra-tion. A big yield one year and consequent low prices meant that the next season many farmers did not plant potatoes at all or else planted a comparatively small acreage. That year prices may have been high. As a result the following season an enormous acreage may have been planted. This see-sawing was going on all the time. It is said that the farmers who really made money in growing potatoes are those who planted so many acres every year and took their chances on the market. In this way they averaged well.

That there is a most sensitive relation between the market and production is indisputable. We have seen the effect of the Government's guaranteed prices on the production of wheat. While many contend that the fixed price is not high enough, the fact stands nevertheless that the assurance of being able to get a certain price has stimulated farmers to put more pressure behind production.

An even more striking instance of the effect of an assured market on production is furnished us by the experience of various growers' associations. With the association attending to the market and to selling the output, the individual grower is free to devote his time and energy to speeding up production. The subject is especially interesting to readers of Printers' Ink, because in several well-known instances it is advertising that is making the market sure. In these times when it is so necessary to increase the world's supply of food, it is heartening to know that advertising is doing its "bit" toward accomplishing this.

THE WALNUT GROWERS' EXPERIMENT

A clear-cut statement of how this whole matter works out is given to us by C. Thorpe, manager of the California Walnut Growers' Association. Says Mr. Thorpe:

"The co-operation of the walnut growers of California is undoubtedly responsible for the rapid increase in the production of California walnuts. Ten years ago the total crop of the state was worth about \$2,250,000. To-day it is worth \$11,000,000.

"The California Walnut Growers' Association is purely a growers' co-operative non-profit sales organization, marketing the output of its members at absolute cost to them. There are no commissions paid any of the officers (salaries only), nor are any of the officers or directors permitted to buy or sell walnuts for their own account. There are approximately 3,000 growers affiliated with the California Walnut Growers' Association and we market over 75 per cent of the State's walnut crop, and through the large volume of business transacted this year, over

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The February Issue

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TODAY'S HOUSEWIFE

has over 25% more advertising than February 1918

Largest number of color pages we ever carried in one issue.

\$8,500,000, we have been able to cut the selling cost down to less than 2½ per cent of the f. o. b. value of our product, or approximately 1½ per cent of the retail

price.

"The principal reason that the association has been instrumental largely in increasing the production of California walnuts is that since its organization there has never been a year when the Association was not able to market promptly at satisfactory prices to the grower the entire product of all members, while almost every year prior to its organization the market became demoralized when about half the crop had been moved and a large percentage had to be sold for lower prices, in many instances not paying the cost of production. The fact that the growers can now realize that they have an organization behind them that can move their crop and make returns to them promptly and at satisfactory prices tends to en-courage new plantings.

"The association also maintains a Field Department through which experiments in new and better varieties are carried on, and in soil and cultural management, pruning, irrigating, fertilizing, etc., and the benefit of the experience of this Field Department is passed on to the growers. Thus, new varieties have been developed which make the business of wal-

nut growing more profitable. "Also, the association, through nationally advertising its branded product, has been able to at all times keep the consumer demand in line with the increasing production. Business has been fully systematized, and standardized to the highest possible degree. Before the association was organized walnuts were sold as walnuts, but now they are sold on a definite guarantee of crack, on guaranteed sizes, and on weights guaranteed against shrinkage, and through a highly perfected inspection system we protect the quality of the goods that go out under our brand to such an extent that our trade is willing to pay a premium for Diamond Brand walnuts over the

brands of most other commercial shippers. Our advertising appropriation, Field Department expenses, foreign information through which the association employs salaried agents in the principal walnut producing districts of Europe to keep us posted on foreign competition, is all charged in our selling expense of 2½ per cent.

PRODUCT WITHDRAWN WHICH IN-JURED INDUSTRY

"The association several years ago established a by-product plant. Prior to this time the off-grade and cull walnuts which were segregated from the first-grade stock were sold by growers to peddlers who foisted this stock, which in its original form is unfit for human consumption, on the public.

man consumption, on the public.
"Realizing that this practice was causing the curtailment of the sale of first-grade walnuts, the association's by-product plant was established. Prior to its establishment the growers received from two to four cents a pound for their culls. The average now is about 121/2 cents per pound. We have developed cracking machin-ery to a very high point. The nuts are first run through the cracker which simply breaks the shells but leaves at least 80 per cent of the kernels whole. The resulting material is then run through a suction machine which sucks out most of the shells and none of the kernels. These kernels are then sent to our workroom where over four hundred women are employed, and the center tissue removed and the meats graded in four grades, Light Halves, Light Pieces, Ambers, and Darks, and the resulting product, Walnut Meats, is sold largely to the confectionery and wholesale grocery trade. Even the shells of the nuts are shipped to the large explosive manufacturers and used in the manufacture of dynamite, and bring a very satisfactory return. I think the above are the reasons why the output of California Walnuts has doubled within the last eight years, and undoutedly will show another 100-per-cent increase pnt on

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Rely on this Label

MANY advertising men and printers have a mistaken impression that Mill Bristols can be used only along certain limited commercial lines. It is because they are not familiar with

DOVE MILL BRISTOLS

in all of their various grades and tints

—And thereby they are missing a great deal of practical, professional help which should be theirs. Dove MILL BRISTOLS are made by the originators of Mill Bristols and are the standard of quality for America in this branch of paper making. Their use frequently secures that desired "unusual" tone in advertising and artistic printing.

Get samples from your jobber or direct from us and discover this fact for yourself.

George W. Wheelwright Paper Co. BOSTON, MASSACHUSETTS



INTRODUG (

When the N. K. Fairbank Company wells to oil, they selected Outdoor Advertising ther country.

Huge Painted Walls and Bulletins, proce the inent locations in all cities, where their same

All dealers are placing in stock a supply \$ 100 which this advertising campaign is creat

We shall be glad to explain how this median

CHICAGO

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Largest Adversaria



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y we by to market a new salad and cooking sing over their message to housewives of the

prote the merits of COVO, appear at promneir set are securing distribution.

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destination in the World



within the next ten-year period." The orange growers, the raisin

growers, apple growers, and others have had a similar experience. It is a fact that the more scientifically a farm product is mar-keted the larger the percentage of the final selling price that goes to the producer. This means that the cost of distribution is lowered and the producer is able to get a living return for his labor and on his investment.

Food Commissioner Ladd, of North Dakota, some time ago gave out some figures in this connection that are illuminating. According to Mr. Ladd it cost 69 per cent of the final selling price to distribute eggs by the dozen. In other words the producer got only 31 per cent of what the consumer paid. The distributing percentage for other

produce was: Turkeys Potatoes by bushel..... Celery by bunch..... 60.0 Strawberries by quart..... 48.9 Melons by pound..... 50.0 Watermelons singly 33.5 Cabbages by the head..... 48.1 Apples by the barrel..... 66.0 Onions by the peck..... 27.8 Green peas by quart..... 69.0 Parsnips by bunch...... 60.0 Turnips by bunch...

It is a significant fact that of all the articles mentioned by Mr. Ladd the lowest distributing cost, or 20.3 per cent, was on oranges. This is interesting because the marketing of oranges is more highly organized and systematized than that of most farm produce, and in bringing about this condition advertising has played a most vital part.

Cadillac Readjusts Advertising Department

Leo N. Burnett, who enlisted in the

Leo N. Burnett, who enlisted in the United States Navy last spring, has been released from active service and has returned to the Cadillac Motor Car Company, Detroit, to resume charge of the advertising department.

John A. Cleary, who was "borrowed" from the Automobile Sales Corporation, Philadelphia, to fill Mr. Burnett's post for the duration of the war, has again taken up his duties as sales promotion manager for the Philadelphia company. company.

Almost Rival Lincoln in Their Zeal to Learn

William H. Johns, president of George Batten Company, New York, has received from France, under date of November 26, a letter from William J. Boardman, who is on Y. M. C. A. work overseas. Mr. Boardman is a vice-president of the Batten organization and manager of the Boston office. His work as outlined is interesting. He writes: "Before me is a fireplace in which I am frying wood—we fry today the wood

am frying wood—we fry today the wood that we shall burn tomorrow. This particular log is sizzling so vehemently that two days of frying may be necessary to render it inflammable.

"Therein is the parable of the course of life over here, Everything is at

or life over here. Everything is at least two miles away and a day or two hence. Thus it happens that my plans are taking definite shape only about a month before my return.

"I am running advertising and mer-

"I am running advertising and merchandising classes at three camps—two evenings a week at each place. It reminds me of giving a large dinner party in a church steeple. No text books, no black-board, half enough room and chairs—sometimes competing with 500 men at a vaudeville show six feet away (last Saturday it was Rodeheaver with his trombone and a sleight of hand performance). I write my lectures as I go—and then can't see the writing in the normance). I write my lectures as I go —and then can't see the writing in the dimness of the classroom. In spite of all this we are getting on famously. The attendance is constantly growing and I believe that if the course could be properly advertised the attendance. properly advertised the attendance would be 250 at every meeting."

Explosives Not "Infallible"

Laplosives Foot Amazine.

In dismissing a bill in equity last week, filed by the Hercules Powder Company, Federal Judge Julius Mayer ruled that the company could not use the word "infallible" as a registered trade-mark for their explosives.

The decision of the Court upholds the opinion of James T. Newton, Commissioner of Patents, and the Court of Appeals of the District of Columbia, who refused to permit the company to use the word because it was descriptive and implied "something that never failed." and implied failed."

Francis M. Sinclair Dead

Francis MacDonald Sinclair, head Francis MacDonald Sinclair, head and founder of the Sinclair & Valentine Company, New York, ink manufacturer, died at his home on December 15, aged 54 years, after a long illness. When a young man he entered the service of the Anchor Line Steamship Company, and later entered upon the manufacture of ink, with Theodore S. Valentine, a practical ink man.

Mr. Sinclair is survived by his wife and two brothers and sisters. He was a member of the New York Sphinx Club.

When You Advertise in Brazil

Remember These Leading Characteristics of the 25,000,000 People There

By J. W. Sanger

Trade Commissioner, U. S. Government Bureau, Foreign and Domestic Commerce, Washington, D. C.

[EDITORIAL NOTE:—Mr. Sanger recently returned from South America
where he was sent by the Government
to make a survey of advertising conditions, particularly as related to publications. His report will soon be made
public by the Bureau of Foreign and
Domestic Commerce. This article was
written for PRINTERS' INK in September
while the author was in Ri de Laneiro. I while the author was in Rio de Janeiro.]

BRAZIL! It is only one of the ten countries of South America, and yet it is larger than the entire United States. Of its 25,-000,000 people, over 1,000,000 live in its beautiful capital of Rio de Janeiro, compared to which our average metropolitan city looks like a tawdry side-show. Its parks, its boulevards, its modern docks and other commanding features are but a few of its scores of achievements that give it rank among the great cities of the world. It is in the tropics, yet It is in the tropics, yet spotlessly clean. And, most amazing of all, flyless and mosquitoless! All this didn't just happen. The Brazilians did it as the result of intelligent planning and hard work.

I said that there were 25,000,000 people in Brazil, and that's the point of this story. They don't speak Spanish! No! Not any more than we Americans speak Chinese. If I could do one thing for my fellow Americans who send Spanish letters and catalogues and advertising matter to Brazil, it would be to drive into their heads the basic fact that the language of Brazil is not Spanish,

but Portuguese. "But," you say, "aren't they nearly the same?" Well, would you mistake a dog for a cat merely because they both have four legs and a head and a tail and say "they're nearly alike?" Spanish and Portuguese have thousands of words in common or with very similar spelling and sounds. To a lesser extent so have Spanish and

English, but we don't say that for that reason they're nearly alike. If you ask some common-place question of a Brazilian policeman or hotel porter, ad-dressing him in Spanish, he will probably understand the drift of your question, but you probably won't understand the words of his answer, which will be in Portu-

Another thing. Even if the two languages were more nearly identical than they are, it would be worse than folly to address a Brazilian in Spanish when he has his own language, race, country and traditions of which he is just as proud as we are of There is only one thing ours. that will make a Brazilian almost discourteous (and his courtesy is of a marked quality even in South America) and that is to use a Spanish card in calling on him, or indirectly intimate that it is unfortunate that Brazilians don't speak Spanish as do the other South Americans! If you want to "start something" without counting the cost, just try it. And so, Mr. Exporter, if you forget everything else about Brazil, don't forget that the language is Portuguese. If you must make a second choice, use French, which is universally spoken among the educated classes.

GERMANS ARE GERMANS

Nowhere is the trail of the German missing. Those of us who are not in the trenches but are running our own smaller risk of sailing the seas these days in a darkened ship with closed port-holes and with lifeboats hung over-side ready for instant launching, know that the German uses the submarine on land as well as

To cite just one instance out of

scores that have come to my attention since I have been in South America. A year ago we Americans had learned to make good dyes, and some of them were shipped to Brazil to be sold for just what they were, neither more nor less. Then the German's hand showed. Through trickery and by buying through a 'steenth party, he secured what he could of them, promptly mixed them with dirt and proceeded to see to it that his customers got them as samples of the new American dves! Fortunately the trick was discovered before it did much harm. But, he did his best to live up to his code: Don't play the game fairly and as a gentleman and according to square deal standards, because you stand no chance. German ideas (and business) must prevail at any cost!

And again. The Germans are past masters of the trick of "beating the custom house." shrewd importer, doing a legitimate business, studies the tariff schedule and does his best to find the cheapest classification for entering his goods. Or, he orders changes in the appearance or character of the goods which entitles him to a different and cheaper classification. But not the German. No such bother for him, for, with all his card-index patience, his methods are more frequently "sink without a trace" if he thinks he can achieve his end that way.

For example. A certain South American country (not Brazil) made a contract some years ago with a German manufacturer for the uniforming of her army. As to how the contract was secured there seems to be some question, but certain it is that it was a jughandled affair with all the advantage on Germany's side. Of course the uniforms were to come in free of duty.

This was Germany's chance to import an unusually large number of cases all marked "uniforms." Things went along merrily until one day certain new army recruits were without their proper allotment of clothing. More as a lark

than anything else they decided to go down to the custom house and help themselves. They dug into the supply there, and then the cat got out of the bag for most of the cases marked "uniforms" contained silks and other valuable merchandise which Germany had been able to sell cheap, owing to her "efficient manufacturing methods!"

AN OLD TRADE-MARK WARNING THAT IS ALWAYS TIMELY

In a thousand ways the American manufacturer has been warned to register his trade-mark in Brazil. He has been told that use is not a safeguard as it is in the United States. He may spend a million dollars advertising it and he may prove that his family has used it for six generations. In Brazil that doesn't amount to a tinker's dam for the simple reason that the law says that the man, who registers a trade-mark, owns it. You may not like the law. There are plenty of laws that you don't like, but that doesn't take them off the statute books.

The point is this: that here, as in the United States, there are people ready to take advantage of the law and the American or other foreigner's ignorance of it. Every year thousands of dollars pass into the pockets of quick-witted and quick-fingered sharpers who register American trademarks for the sole purpose of holding up the owner when he gets ready to come into these markets.

How far Germany has taken advantage of this condition is not my purpose to relate here. But that German traders have benefited by it is instanced by an example that came to my attention a short time ago. A certain German representing a number of American houses (some day when we know better they'll all be American representatives) in Brazil, got a "hunch" that he was under suspicion and was to be put on the blacklist. He promptly played the "dog in the manger" by registering in his own name

all the trade-marks of the lines he represented. While it is true that he is on the blacklist now, it is also true that he legally owns all these trade-marks. These American houses cannot sell a dollar's worth of their own goods here without changing their packaging, their labels and all other identifying marks that have become selling factors! The German made a complete job of it! He knew the blacklist would cut him off and so with German thoroughness he saw to it that the manufacturers whose representative he was, and whose profits he was sharing, paid for their trusting ignorance.

SOUTH AMERICA'S MAGNIFICENT DISTANCES

Even those of us who have come to know something of distances in our own country, are sometimes appalled when we begin to estimate distances and the time it takes to travel from point to point in the less settled places in South America. To avoid statistics, which, while impressive, are not always graphic, I might tell you that South America is as large as all the United States and Europe put together, or that it is going to take me the better part of a month to go from here to

New York.

Perhaps the story of a Detroit sales letter will make the point more clearly than anything else I know of. I saw the letter myself in Peru when I arrived there last winter after a ten-days' journey from Panama. It was from the sales manager of a well-known automobile manufacturer, who, after congratulating his American representative in Peru upon his excellent sales record, inquired "by the way, I do not find that you have made any sales in Iquitos, which is in your territory. Can't you take a run over there and stir things up a bit?" If my readers will look at the map of Peru they will see, just as the Detroit sales manager saw, that Iquitos is in Peru and therefore properly within the American's territory. But the sales manager

overlooked the trifling fact that there is no railroad connecting Lima (Peru) and Iquitos, and that some of the territory in between had never even been ex-

plored.

Had the sales manager ever been in Peru he would have known that he could go more quickly and easily from Detroit to New York, thence by boat to Liverpool, from there by another boat to Lisbon, Portugal, to the mouth of the Amazon River at Para, Brazil, and thence by still another boat up the river for another 2,500 miles to Iquitos. A trip of many thousands of miles; but it would have been easier and quicker to have done this than to have "run over to Iquitos" as suggested. But, not knowing this, the sales manager wrote the letter. Yes, he received a very polite reply giving the above itinerary in full detail!

Another Detroit automobile manufacturer appointed an agent in Quito, Ecuador, to handle all South America, and when inquiries were received referred them to "our South American agent in Quito; could he handle the business from there? Well, it is said that a certain one-legged man started to make a house-to-house canvass of New York City. He has made brave headway in the last twenty years and he hopes to live long enough to make at least a start on the job. The parallel isn't nearly as far-fetched as

it may seem.

Complimentary Dinner to E. G. Pratt

Elon G. Pratt, whose connection with Jones & Baker, New York, was announced in PRINTERS' INK last week, was the guest of his associates in the organization of Collin Armstrong, Inc., at a dinner held on December 20, at the New York Advertising Club.

Will Go With Douglas Company

Arthur Corwardine, of the service department of Lord & Thomas, Chicago, will become advertising manager of the Douglas Company, Cedar Rapids, ia., about January 1.

Announcement



"loe" Martin

The Birmingham Ledger

Takes pleasure in announcing that J. A. Martin, for many years advertising manager of The Progressive Farmer, joined its staff November 1st. Mr. Martin comes to The Ledger as Vice-President and Advertising Manager and a member of the Board of Directors.

SWEEPS OUT ALL PATENT MEDICINES

One of Mr. Martin's first official acts was to sweep from The Ledger over \$30,000 worth of patent medicine and other objectionable advertising. A cheer went up in Birmingham and in Alabama which more than repays us for this loss of revenue. "Birds of a feather flock together," use The Ledger and be in good company.

The Birmingham Ledger

"Greater Birmingham's Greatest Paper"

Member A. B. C.

Birmingham

Ala.

The Ultimate in Gr

Atlantic City's Newest Spectacular Sign

The display is of mammoth proportions, 39 feet high and 80 feet long. Located on the roof of the new Riddle Block, in the heart of Boardwalk activity, it is an ultra dominant painted display by day; by night, with its ingenious electrical illumination, a fascinating study in animated advertising art.

The electrical action is so arranged that there appears in the dark sky, in full view of all pedestrians on the Boardwalk, a house of very dim, worn coloring, very much in need of paint. Simultaneously with this illumination there appears in a panel to the left this statement: "If It's Worth \$5000"-a red electric arrow then races from this panel to the large sign below, which illuminates in large letters the words-"Harrison's Town & Country Paint"-carrying the thought all around, by means of another red arrow racing up to a panel which bears this statement: "Will Make It Worth \$6000." Simultaneously with this illumination there appears the house, which, as if by magic, changes to a newly, brilliantly painted housevery vividly bringing home to all observers the fact that Harrison's Town & Country Paint will, when applied to an old house, add the \$1000 to its value-another one of those MAX-WELL creations that attain the ultimate in Graphic Advertising.

Because of the vast circulation from every section of the United States, over 20,000,000 a year, a Boardwalk sign offers the greatest national publicity given by any single advertising display anywhere. tic

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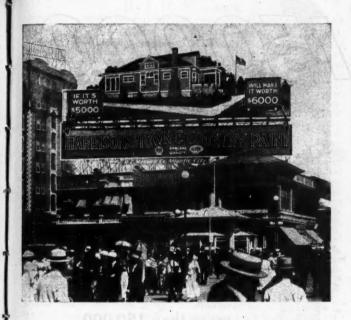
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New York Branch: 220 W. 42nd St. The R.C. Maxwell Co.

in Graphic Advertising



There are other such locations available on the Boardwalk, controlled by us. You have the choice of a Steeplechase Pier or Young's Pier location. Two facts argue conclusively for your early investigation: first, the after-war attendance will be the greatest in

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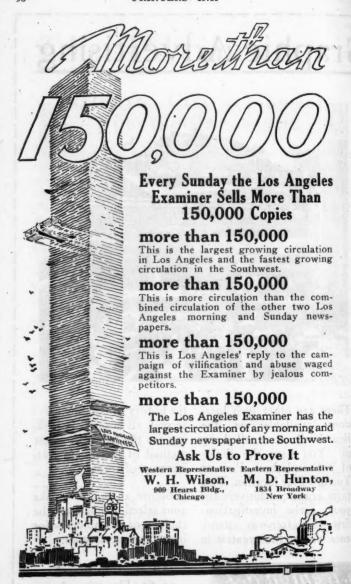
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bý listhe history of Atlantic City; second, all business is looking for the quickest, surest, method of reclaiming warinterrupted trades.

Secure an option—make your selection now from the choicest of our holdings for immediate occupation.

Atlantic City Branch: 35 So. Flemming Ave.

vel Co. Trenton N.J.



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The Line of Progress in Automobile Advertising

It Has Taken a Quarter of a Century for Manufacturers to Discover That They Are Making a Utility-Curious Stages Passed Through

By J. H. Newmark

Author of "Automobile Salesmanship," Adv. Mgr. Chevrolet Motor Co., New York

IN the beginning automobile advertising presented a complex problem. Start in and try to lay out a comprehensive advertising and selling campaign designed to sell low-priced airplanes to in-mates of all the old ladies' homes in the country and you will find yourself in about the same position as were the pioneer automobile manufacturers. They knew they must advertise if they were to create a staple and profitable market. But how?

We know the pioneer must make his own path. He has not any precedents to follow. It was so with automobile advertis-There being no guide, it was necessary to originate style, argument and illustration. Hence, through the printed word, what the public received was of necessity strange, queer, if original.

Only a small number of people had ever seen a motor vehicle. Many, like the farmer when he saw his first giraffe, didn't really believe "there was such an ani-mal." There were no precedents to follow. Horses and carriages had always sold without being advertised extensively. And yet, it was not feasible to feature the automobile at the present state of development as an economical transportation necessity. It was not such. The early mind did not dare use the words "transporta-tion" nor "dependability." The average individual knew about mechanical matters. Lengthy explanations of the mechanical details of a motor car would only enlighten him to the extent that it would convince him more fully than ever, that he never could possibly operate and take care of a motor vehicle if in a moment of weakness he should buy one. Before advertising had become

firmly fixed in any direct channels of appeal, those who had purchased motor vehicles because of their novelty or for the momentous fame attached to such ownership, were indirectly responsible for the first advertising programme.

As motor vehicles began to appear on the streets regularly, the public at large evinced displeas-Six or eight miles an hour was the speed they had been accustomed to travel behind a horse. A motor vehicle going twelve or fifteen miles an hour presented a perilous aspect—a potent danger to life and limb. Then again, a horse has always traveled along without much noise. Automobiles dashing through the streets, with the explosions of the early, crudely constructed internal combustion motor and its accompanying odors and smoke smote the public in a manner disconcerting if not insulting.

EARLY LAWS WERE STRINGENT

The wrath of the patient public reached a point where official rec-ognition could not longer be withheld. In some cities motor vehicles were classified as locomotives. Laws were passed prohibiting their use except when a flagman preceded the vehicle an eighth of a mile ahead to warn pedestrians of its approach. In many cities motor vehicles were only allowed on the streets at certain hours. They were excluded from Central Park, New York. Even as late as 1899, automobiles were not permitted to be run on the public streets of Boston from ten-thirty in the morning until nine o'clock in the evening.

"It scares horses!" was the cry of the anti-autoists. "Suppose it does," wrote a well-known writer of that time in defense of the motor car, "so do locomotives, bicycles, street cars, Fourth of July celebrations, and a dozen other things. Horses must get

used to it!"

So the improved automobile itself solved the advertising question. If it was to survive public displeasure, the public must be-come educated to its use. And with the constant improvements made, it was an assured fact in

no longer so profitable to feature automobiles in general as certain makes in particular. New manufacturers were entering the field. There was competition. As early as 1899 there were over 600 patents applied for on different types of motor cars. So competition forced manufacturers to exploit the various features of their products. And they went at it with a vim that overreached its objectives.

Wild and extravagant were the claims made for anything that could run on wheels. Truth was for a moment cast in the discard. Every automobile was the "very latest," "mar-velous," "wonderful." The claims made for certain models of that time would make the latest cars of to-day blush with shame of their own incompetence.

Selling methods of this period were along the same order. If you went to inspect a motor car, nine times out of ten you would be told that in ten minutes you could easily become an experienced driver. "There isn't much to learn, just push the pedal and pull that lever."
"The motor?" "Oh, just give it a little oil and gas once in a while, that is practi-

cally all the attention it will need for months." "It's the nearest to a perfect motor that has ever been made." "Why, a child can operate and take care of it easily?" This is an abstract of the general line of selling talk of

that period.

This character of advertising and selling was destructive and exacted a heavy toll in the loss of public confidence and good will for a short time. In some respects, it placed the automobile in a false light. The real worth



Through ten years of consistent progress can be traced the unwavering pursuit of Perfection to its culmination in the

"Packard 30"

PRICE (in standard colors and equipment) PACKARD MOTOR CAR CO., Dare. a

\$4,500 f. e. h. Factors

PACKARD ADVERTISEMENT OF 1905. THIS WAS BEFORE THE DAYS OF THE ADOPTION OF THE SLOGAN, "ASK THE MAN WHO OWNS ONE

a short time. The first automobile publicity of constructive nature was good-will advertising. The idea of the automobile was gradually sold to the public. In this way, the automobile was given a chance to prove its worth.

As the public began to get acquainted with the automobile— to accustom itself to the peculi-arities of a motor-propelled vehicle-its popularity steadily in-creased. Then the advertising assumed a new aspect. It was ture rtain anu-

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Covering Baltimore

And Its Trade Radius At A Minimum Cost

The home read circulation of the Morning AMERICAN and Evening STAR is the predominant feature with these two papers. The combination strength of THE AMERICAN and STAR as result-producing mediums has long been apparent to merchants in close touch with the local newspaper situation. Before buying space in Baltimore have a representative of these two papers call on you and give you full information as to how you can cover the City of Baltimore with your advertising campaign, at the lowest minimum cost.

VERREE & CONKLIN

NEW YORK
Brunswick Building
Free Press Building

CHICAGO Steger Building

ORAL HYGIENE

and



THE January issue of ORAL HYGIENE is the first to be printed for us by The Roycrofters at their famous Shops "which are in East Aurora, Erie County, New York State."

ORAL HYGIENE has always blazed its own trails.

This little journey to the home of Little Journeys is a forward step characteristic of a publication known among its readers and advertisers as "the livest wire in dental journalism."

A technical magazine might just as well be good-looking!

Advertising men, curious to see ORAL HYGIENE in its new dress, may of course obtain copies by requesting them. Please mention P. I.

ORAL HYGIENE

"The Printers' Ink of the Dental Profession"

PITTSBURGH, U. S. A.

W. LINFORD SMITH
Publisher

MERWIN B. MASSOL Business Manager

FRANK C. THOMAS, Eastern Manager 6 East 39th Street, New York City of the ow ize liv the fac

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of the motor car was dwarfed by the inflated expectations of owners, which were never realized. When motor cars failed to live up to the claims made for them, there was general dissatisfaction.

During this period of advertising debauchery, manufacturing facilities were being steadily improved. The industry itself was enlisting the services of practical level-headed business men who saw in the automobile business something more than a "game." The industry became stabilized. The design and mechanism of automobiles improved rapidly.

With the improvement of the automobile came an improvement advertising. It gradually wended its way back to the straight and narrow path of truthfulness. Manufacturers have learned a costly lesson. Trying to popularize the automobile at the expense of the automobile itself proved a false way.

A new advertising policy came into use. Manufacturers began to tell about the many uses the automobile could be put to; the many benefits and enjoyments that it afforded. This was the period of the first utility advertising. In a measure, though not strongly enough, prospective owners were also taught to look upon the automobile as a piece of machinery, subject to the same degree of deterioration—the same susceptibility to wear and requiring the same intelligent care as a stationary engine or watch, or any other piece of intricate mechanism. The confidence of the public was gradually restored. People began to buy automobiles, take care of them properly, and secure satisfactory service.

But in their efforts to exploit the usefulness of automobiles. there was a tendency on the part of manufacturers to lean backward. The pleasure phase of utility was emphasized so strongly that people began to regard the automobile as purely a pleasure vehicle. Coupled with descriptive matter bristling with pretty adjectives and a weird and wonderful assortment of freshly coined words-all of which made acceptable reading but very poor selling talk, automobile advertising went merrily on its way singing the joys of motoring until even to those who really knew better, the phrase "pleasure car" became the common term with which to designate the automo-

Advertising was responsible for this rosy-hued glow which clouded the real mission of the automobile. The automobile began to lose its identity. To ride in an automobile was the next best thing to a trip to Heaven, if you could believe the majority of automobile advertisements. course, the farmer could use an automobile to take his butter and But why eggs to the market. waste valuable advertising space explaining such a homely phase? The same space could be used to so much better advantage enthusing upon the heavenly exhilaration that would be his with a ride over the verdant country roads in an automobile.

And the old reliable picnic scene, with the ever-present automobile standing hungrily in the background! It was worked overtime by all automobile advertisers. What a responsive chord it might have struck in the heart of the dyspeptic business man, who for forty-odd years had been try-ing to find time in the course of each business day for a substantial lunch, but never had. Perhaps the automobile might aid him in his business. With it he could get about town quicker and accomplish more and better work with less fatigue. But what did that amount to in comparison with the appeal of a gastronomic fête in the wilds of nature? Why try to interest him in an automobile by building your story around city streets, office buildings and factories, when you could take him on a personally conducted tour to Colorado, or over the Rockies for the same money? There was absolutely no "atmosphere" in the explanation of how, with an automobile, he could reach

home before dark-a feat he had never been able to accomplish in all his years of married life.

We know now that "pleasure car" advertising has been bad advertising. It has hurt the industry, it has belittled the utility of the automobile. It has encouraged the purchase of automobiles for extravagant purposes and has led to their misuse. In the words of the street, it has given the indus-try a "black eye" in some quarters that will need a good many applications of practical "down on earth" selling and advertising before it will take its proper place.

Why pleasure advertising was conceived in the first place is hard to understand. If the automobile had been barred of appealing talking points to advertise, it might have been excusable. But as a new and improved means of transportation, it had an endless array of attractive points to fea-ture. But then, the industry had to learn. The men responsible for the advertising had not yet

seen the light.

The unprecedented war demands on business brought us face to face with a transportation problem that looked formidable. In sheer desperation, we turned to the "pleasure" car-a jolly good companion but never much of a business friend to most of usfor much needed assistance. met the need efficiently and economically. It proved convincingly and for all time its indispensable value as a business utilityas a practical time and money saver. We have at last become really acquainted with the automobile. We are finding that it really possesses worthwhile quali-

From now on, in justice to the part the automobile played in the task of winning the war, we must give it its due in our advertising. There is no need to write about pleasure, roads, trees, lakes and picnics and the innumerable other things that have cluttered up our automobile advertising of the past.

There are plenty of interesting

things to tell about the automobile. If we will just tell in our advertising in plain understandable English, shorn of all superlatives, the bare facts of what the automobile is doing in speeding up transportation and cutting down costs, we will find an appreciative audience and a ready market for all the passenger cars we can build for years to come.

The automobile industry has been much in the public eye since the beginning of the war. It was almost the first great business the Government turned to in the matter of taxation. And it is too bad that it was seen fit to couple this great utility with perfume, chewing gums, and other light

and frivolous things.

This was probably the first inkling the automobile industry had that it was not considered a utility and a prime essential of

the first order.

It was then that executive and administrative automobiledom started taking stock of itself. It started thinking real seriously. First, the cause for the feeling was discovered, and second, the

remedy was applied.

All the frivolous things about advertising and salesmanship are being removed. And for the first time the industry is advertising and selling mechanical transportation, which is right. This should have been done long ago. But the industry was never censured before, and it didn't occur to anyone in the industry to take the initiative in this respect.

However, these false ideas are things of the past. The automobile industry will now become greater than ever before. As one

executive has said:

"We need not worry. The automobile is safe. The automobile The automoindustry is secure. bile serves the people, and as long as it does this efficiently-and there is reason to believe that this efficiency, if anything, is going to increase-it is safe to say that there will be need for motor cars. and that the law of supply and demand will govern their manu-facture and distribution."



Announcement

THE directors and officers of Frank Seaman Incorporated announce that on January 1st, 1919

MR. RALPH E. KELLER

formerly Vice-President and General Manager of the Martin V. Kelly Co. of Toledo, Ohio, will become Manager of their Western Office with headquarters in Chicago

FRANK SEAMAN INCORPORATED 470 Fourth Avenue, corner of 32nd Street New York City CARL M. GREEN, PRESIDENT JAMES D. FULTON, VICE PRESIDENT

H.J. CUNNINGHAM, TREASURER A.W. THOMPSON. SECRETARY

The Carl M. Green Company Advertising

Detroit Free Press Building

Chicago Steger Building

Effective January First, 1919, The Carl M. Green Company will do business as The Green, Fulton, Cunningham Company.

CARL M. GREEN, PRESIDENT JAMES D.FULTON, VICE PRESIDENT

GF[CD

H.J. CUNNINGHAM, TREASURER A.W. THOMPSON. SECRETARY

The Green, Fulton, Cunningham Co.

Advertising

Detroit

Free Press Building

Chicago

Steger

The same officers, the same management, and the same policies will be continued.

Calling the "I-Never-Had-A-Call" Bluff

Consumer Acceptance a Much Stronger Principle Than Vocal Demand

ARMOUR AND COMPANY GENERAL OFFICES UNION STOCK YARDS
CASE LARD DEPARTMENT

CASE LARD DEPARTMENT CHICAGO, Ill., Dec. 10, 1918.

Editor of PRINTERS' INK:

I have been a student of PRINTERS'
INK for many years and generally am able to find something interesting in each issue. Today, I chanced to go back through some of the old issues of the mograture and olded up an establishment. the magazine and picked up one dated October 3. On page 31 there is an article, (or a letter, from a sales manager to one of his men), that I think is worth more than a whole year's subscription to all the sales magazines that are now being published. The article is en-titled, "Not Today. I Never Had a Call," and it is surprising indeed to find that the average new salesman is nnd that the average new salesman is sure to pick up this excuse before he has been on the firing line three weeks, but worse than that, it has been adopted by many of the old timers whenever the house brings out a new article of merchandise. I think Mr. Newman's letter goes further into detail and treats the matter in a more restrictly many than the sales when the sales were sales were sales when the sales were sales were sales when the sales were sales were sales when the sales were sales when the sales were sales were sales when the sales were sales were sales when the sales were sales when the sales were sales were sales were sales when the sales were sales were sales when the s

goes turther into detail and treats the matter in a more practical manner than anything that I have ever read.

This is just the way that a salesman needs to be talked to. You know, better than I can tell you, that if a salesman is not headed off by something of this nature once in a while, he will actually come to believe as the dealer does, that there is no call for the article or are that there is no call for the article or ar-

ticles being offered.

I am going to ask if you have any objection to our making a few reprints of this article and passing them around among our salesmen. Let me hear from you, please.

ARMOUR & COMPANY. W. J. STAPLETON.

MR. STAPLETON raises a very important point. It is absolutely true that if a salesman listens to buyers' objections long enough and makes no effort to combat them, he will finally be-lieve in them himself.

High-power salesmen assume the attitude of disregarding every objection no matter how valid it may seem. They know from experience that their prospects' objections are seldom sincere. As a precautionary measure, buyer must remain on the defen-He is a "bear" on every product that is offered to him. He always keeps on tap a pet supply of excuses for not purchasing.

The most commonplace of these "I never had a call." It is offered so frequently because it apparently demolishes all the arguments of the salesman. what avail are all the claims of the seller if no one has ever wanted the product bad enough to ask for it? It is the easiest thing in the world to say to the salesman, "I'll buy anything as soon as there is a demand for it. Create a demand for your stuff and I'll stock it."

This never-had-a-call objection has an especial advertising interest. It brings up the whole question as to whether or not advertising creates oral demand for a product. Does it send people into stores in clamorous crowds, vociferously demanding the thing advertised? Or does it simply build up a public acceptance of the subject of the

advertising?

Any merchant can answer those questions out of his own experience. He knows that for every article that his customers deliberately come into the store to buy, they purchase at least one other article, just because it was suggested to them in some other way.

Only a comparatively small percentage of all demand is expressed vocally. There is a silent, waiting-for-opportunity demand of very great depth that advertising has stored up in nearly every person. Fortunate, indeed, is the individual who hasn't accumulated a host of unsatisfied wants. Many of these will be gratified at the very first chance. These people are not talking about their desires; the wants are there just the same. A man goes into a store to buy a shirt. While making the purchase, he sees a style of collar there that has been illustrated in current advertising which has interested him and he buys a couple of them. Before leaving

the place a certain tie catches his eye. That man's silent, probably unexpressed, acceptance of the beautiful makes him buy that scarf. He expresses his desire through action rather than by the oral demand, "I want to purchase

an attractive tie."

It would be easy to gather hundreds of stories, showing that acceptance is a stronger principle than demand. The other day a merchant told us that several years ago when aluminum paring knives first came out, he refused to stock them because he did not believe they would sell. He attempted to close the interview with the salesman by "Bring me a demand and I'll buy. On further persuasion however, and because the amount involved was so small, this retailer bought three dozen of the knives. As soon as the shipment had been displayed. one woman another coming into the store exclaimed, "Oh, here are those new knives I've been reading about." The three dozen sold out in two days. The item turned out to be one of the briskest sellers in the house-furnishing department of the store. The merchant says that the incident taught him a lesson that has been very valuable to him.

A few days ago a New York druggist received by mistake with some other goods a card holding three dozen of these new "radium" light indicators, which are hung on the end of an electric bulb chain to point out its where-abouts in the dark. Up to that time, the druggist did not even know that such things existed. Anyway he decided to stick the card up prominently in his store and then if the indicators didn't sell in a few days he still had time to send them back. To his utter amazement the very next customer who entered the store bought three of the bulbs. She said that she saw them recently in the home of a friend and if her husband liked them she would send him back that evening for three more "before they were all gone." In a couple of days the druggist had

to get the manufacturer on the phone to tell him to rush out six more dozen of those "blamed indicators that everybody in the country seems to be wanting."

Yet that druggist never had a call for those lights! We used to know a salesman, who, when confronted with the no-demand objection would say, "let me display my samples in the front of your store for half an hour and I'll show you very convincingly that while people may not be asking for these goods, still they want them and will buy them if given a chance." This offer usually called the buyer's bluff.

And that is all this objection usually is. It is a bluff. Let the salesman show the prospect that he is "on" to him, and he'll either have to think up some other excuse or buy-[Ed. PRINTERS' INK.

Lampman Leaves "Export American Industries"

Clinton P. Lampman, Western manager of Export American Industries, New York, with headquarters in Chicago, will leave that publication December 31, to engage in overseas work during the reconstruction period.

Mr. Lampman has represented Export American Industries for the past three years. For the twelve preceding years he was Western manager of the American Exporter, New York.

can Exporter, New York.

Heads "Star's" Advertising Department

T. L. Ryan was appointed advertising manager of the St. Louis Star last week. He succeeds F. L. Crafft, who has joined the advertising staff of the New York American, in New York. Mr. Ryan has been in the employ of the Star for eight years.

Frantz Premier Appoints Lord & Thomas

The Frantz Premier Company, Cleve-land, manufacturer of electric cleaners, has appointed Lord & Thomas, Chicago. as the advertising agency in charge of its account.

Insurance Company Appoints Advertising Agency

The Liberty Mutual Insurance Com-pany, Boston, has placed Street & Finney, Inc., New York, in charge of its advertising.

THE ATLANTA JOURNAL

ATLANTA, GA.

Current National Advertising-The Atlanta Journal Includes:

Alien Property Custodian Aladdin Products Allen Mfg. Co. American Chicle Company American Cranberry Exchange American Ever Ready Works American-French Perfume Co. American Lead Pencil Co. A. P. W. Paper Co. Armour & Company Armour Grain Company Aunt Jemima Mill Co. Automobile Tire Co. Autostrop Safety Razor Co. Walter Baker & Co. Beacon Shoes Revo Blue Ribbon Vanilla Extract Borden's Condensed Milk Co. Bradley Knitting Co. Calumet Baking Powder Wm. Carter Co. Cerva Philip Carey Co. Chalmers Motor Co. Chandler Motor Car Co. Channell Chemical Co. Cheek-Neal Coffee Co. Cluett-Peabody & Co. Coca-Cola Co. Cole Motor Car Co. Colgate & Co. Columbia Grafonola Cudahy Packing Co. F. F. Dalley Co. Dodge Bros. W. L. Douglas Shoe Co. Elmer Candy Co. Fatima Cigarettes Leo Feist Ford Flour Co. Four Wheel Drive Auto Co. Gates Rubber Co. Gillette Safety Razor Co. Globe Soap Co. Graham Bros. Trucks Grape-Nuts Hart-Schaffner & Marx

Hecker Cereal Co.

Horlick's Malted Milk Indiana Truck Factory J. & D. Tires Andrew Jergens Co. Julius Kayser Co. Jas. S. Kirk & Co. Kling Bros. Co. House of Kuppenheimer Literary Digest Lucky Strike Cigarettes Luzianne Coffee McCord Mfg. Co. Mitchell Motor Car Co. Munsing Wear Nacma Company Nash Motor Co. National Motor Car & Vehicle Corp. Nestle's Food Co. Paige-Detroit Motor Car Co. Palmolive Co.
Penn Rivet Corporation
Pictorial Review
Pierce-Arrow Trucks
Plymouth Rubber Co. Pond's Extract Co. Popular Science Monthly Postum Post Toasties Prudential Insurance Co. Quaker City Rubber Co. Regal Shoe Co. Republic Motor Truck Rice & Hutchins Co. Rice-Stix C Roberts & Son John Ruskin Cigars oninois Go. Shredded Wheat Co. Henry Sonneborn & Co. Sterling Motor Truck Co. Swift & Co. Troco Nut Butter Co. Troy Wagon Works United Shirt & Collar Co. United States Rubber Co. Valier & Spies Vanity Fair Toilet Co. Victor Talking Machine Co. Waukesha, Pure Food Co. The White Co. Mile White Co.
Willard Storage Battery Co.
Wilson & Co.
Willys-Overland Co.
Winship-Boit & Co.
Wm. Wrigley, Jr. & Co.

Advertising in The Journal Sells the Goods

Manufacturers Don't Expect Automobile Price War

idea that automobile 1 prices will be generally reduced is ridiculed by officials of Detroit's automobile plants.

In Detroit, the only concern which has placed prices on a prewar basis is the Cadillac Motor Co. In the State, the Chevrolet, another General Motors concern, has done likewise, placing the sellling value at \$490, the pre-war mark.

From other concerns have come definite guarantees, both through public advertisements and in let-ters to their dealers, that prices will not be reduced for a definite

period of time.

Consensus of opinion among manufacturers indicate that the three factors of high material cost, high wages, and the decreased production which will continue for a considerable period of time, will prevent prices from going down. In some cases further increases in price are foreseen.

"Any idea of a price war among manufacturers is absolutely ridiculous," says Lee Anderson, vicepresident and commercial manager of the Hupp Motor Corporation.

The Hudson Motor Company has decided to completely ignore the price problem. Officials de-clare that the price of the car is determined by the cost, and that they can foresee no immediate re-

duction in cost.

"It has always been the policy of the Ford Motor Company to ignore any action other companies take," declares Charles Brownell, advertising manager. "Our price advertising manager. "Our price is governed entirely by the cost. If wages and materials remain as they are we can't possibly reduce our prices. As to a price-war, it is foolish to bring us into that. We haven't opened our books in the morning for years without 100,000 more orders on them than we could possibly fill."

The Paige-Detroit Motor Com-

pany has guaranteed its price to dealers until July 1, 1919.

An increase in price rather than a decrease is what the Packard Motor Company is facing, according to Alvan Macauley, president. "We cannot forecast beyond a year, but during that time there will be no chance of our prices being reduced," he says. "We think it more than possible that we will have to revise our prices upwards.'

The Maxwell-Chalmers Company has guaranteed its price in advertisements to remain the same

until June 1, 1919.

The Studebaker Corporation states that "until the prices in material and labor are lessened we cannot see any reduction in the price of our cars. As a matter of fact, we have guaranteed our dealers and the public from any reduction in the Studebaker Series-19 prices."

The Briscoe Motor Corporation, Jackson, expects its present price to continue for six months and declares that an advance in price will be more justified than a reduction. "The present price of the Briscoe car is based on the cost of material and labor and we do not expect either of these

to lessen."

While several automobile companies are advertising the fact that the prices of their product will not be reduced, as a guarantee to both the public and the dealer and to offset the public belief, founded on the few reductions already made, that prices will come down, the majority of the larger companies have decided to ignore the problem in their advertising.

W. A. Glenn With New York "Tribune"

W. A. Glenn, formerly New York State representative of Harper's Basar, and more recently with World's Work and the Condé Nast publications, all of New York, has joined the advertising staff of the New York Tribune.

J. S. Seymour has been elected pub-lisher of the New York Evening Post. He has been a director of the paper for about five years.

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Collective

The collective judgment of Chicago's greatest investor dvert favor of The Daily News as the most direct avenue of all the

This statement of lineage for the eleven months endir remb

1,167,273 lines ahead the

a daily and Sunday newspaper, notwithstanding the fact the lithe highest in the United States.

DRY GOODS AND AR

Total Agate Lines of Display Advertising Used by Individual sers

	The Daily News	Daily Sund		a mesid
Boston Store	422,652	7.682	143,993	1 994
The Fair	398,498	12,598	157,320	2,990
Rothschild & Co	389,299	33,108	131,747	3,180
Mandel Brothers	319,045	185,928	116,007	2 0.280
Marshall Field & Co	286,838	297,807	*****	10
Carson Pirie Scott & Co	223,393	255,556		4
Hillman's	219,581	3,300	91,710	
Wieboldt's			38,613	
The Hub	196,014	145,301	26,923	1 256
M. L. Rothschild		165,203		
Siegel Cooper & Co	122,486	2,556	45,078	
Chas, A. Stevens & Bros	88,623	148,925	62,804	d
L. Klein	68,366	803	2,709	
Klee Bros	53,183			
Twelfth Street Store	37,122			*****
L. Weber	24,347	4	47	
Becker Ryan & Co	19,263			9 044
Loren Miller & Co	2,184			
Total	3,242,991	1,258,767	816,951	. 190 1,700

IN NEARLY EVERY IMPORTANCE

THE DAY

FIRST LH

VJudgment

vestor dvertising—the Department Stores—is overwhelmingly in e of at to the buying sense of Chicago.

endingember 30, 1918, shows The Daily News

head the second newspaper

e fact the Daily News' rate for Department Store advertising is

AND ARTMENT STORES

ividual sers in Chicago Papers-January 1 to November 30, 1918.

Referred	Ex	aminer-	_and	Examiner_			
Brinday	Daily	Sunday	Daily	Sunday	Post	American	Journal
3,994	16,485	38,722	39,238	97,249	25,074	176,028	256,681
38,590	13,451	45,089	23,436	95,254	50,921	284,968	250,182
3,180	7,711	39,579	15,475	81,786	16,596	183,227	252,725
2,0,280	9,209	21,156	34,668	49,227	65,456	40,222	265,826
10	56,899		150,813		199,118	267,361	259,294
4	38,550		80,614		39,962	61,651	65,987
	840	24,002	2,169	57,960			
		13,348		30,774			
1 256	27,946	5,250	73,487	22,370	29,744	144,481	49,434
	2,005		27,191		3,684	48,931	40,103
	2,394	40,922				25,109	50,930
	2,186	2,653	2,107	3,964	2,390	26,183	47,867
*****			526	2,566			
		*****		*****		****	****
1,000				*****		17.111	****
****	*****		****	1,788	*****	3,656	
2000	****	****		2,508		1,088	
1	****	*****		****			****
, 196 7700	177,676	230,721	449,724	445,446	432,945	1,262,905	1,539,029

PORT WERTISING CLASSIFICATION

AY NEWS

THICAGO

Announcing the connection of

Mr. Wm. Hottinger

a New York Illustrator of note

with

The Grauman Studios

Fifteenth Floor

North American Building Chicago



Do You Know that for the first time there is a on the dealers' shelves?

What This Service Means to Advertising Agents and Manufacturers

- l. This Merchandising Service is offered to the advertising agents only. No business is taken direct.
- The publisher's regular com-mission as indicated on indi-vidual rate cards, is paid the advertising agents.
- The combined advertising rate per line per thousand of circu-iation, is the lowest in existence, considering the service rendered.
- The circulation of these 55 4. The circulation of these 55 Daily Newspapers exceeds 300,000; serving three-fifths of the population of Illinois. One subscriber in every two families.
- 5. It is a complete and practi-cal selling organization.
- It relieves the manufacturer of all selling costs and sales-men's expenses.
- 7. The sales policy is entirely in the hands of the manufacturer.
- The proper percentage of re-tailers to be stocked is made a part of the advertising contract.
- No advertising space is re-leased in any town until mer-chandise is on retailer's shelves.
- 10. It guarantees adequate dis-tribution in advance of adver-

practical Newspaper Merchandising Service, backed by responsible and influential newspaper men, that actually places merchandise

-And that this service costs you or the manufac-turer absolutely nothing other than the rate charged for advertising space?

We, "The Newspaper Merchandising Service Co.," are in reality the Merchandising Representatives of 55 Illinois publishers located in as many principal distributing points.

We have organized the publishers in these 55 cities and it is our business to see that acceptable merchandise of any class is placed with acceptable merchants.

We have a corps of high-grade specialty salesmen who do this work. These salesmen cooperate with the publisher, the dealer and the jobber—but they are entirely under the control of the manufacturer as to the selling policy.

These salesmen being employed by the publisher are in reality local men and lend immediately a local influence.

We also have a complete understanding with the dealers in every class, in the 55 towns, which insures their co-operation.

The amount of sales to dealers must be up to our guarantee and to the absolute satisfaction of yourself and to the advertiser before a line of advertising copy is placed.

While this service has been operating only six months in the State of Illinois it has created over 5,000,000 lines of new business for advertising agents.

It has proven absolutely successful for the manufacturer in every instance.

We would like to explain to you in detail just how completely and successfully this co-operative service plan has been worked out and carried out.

The advantages it offers you and your clients are unusual. The assistance it gives you in securing and developing new business is assured.

In a very short time we will announce the open-ing of this service in 4 other Central Western States, in addition to Illinois.

Newspaper Merchandising Service Co.

Representing 55 Illinois Daily Newspapers MARQUETTE BLDG., CHICAGO

As Bright With Promise as the Dawn of the World's New Day

is the New Year upon which we are now embarking. The fighting is over, though peace is not formally declared. With the signing of the armistice, however, wide awake American manufacturers began immediately to get back to a peace basis. New conditions prevail. The business lost or neglected by the exigencies of war cannot now be had for the mere asking. New forms of competition have sprung up. Necessity as the mother of invention has produced clever ideas, better methods; substitutes and short cuts.

Old business and new markets must alike be developed through publicity. Advertising has come into its own as a result of the war, particularly that displayed in colors—posters. The war has been sold to the American public by publicity—and posters contributed a great deal.

Put advertising intensively to work for you. Make your appeal in colors—show your goods, your packages, your trademarks in their natural, everyday dress, making recognition easy and substitution hard.

As color specialists we shall be glad to assist you. We lithograph anything lithographable on cardboard or paper, from the simplest card to the most intricate cut-out. Offset lithography of every description.

Let us help to make your New Year a Prosperous One.

Edwards & Deutsch Lithographing Co. 2320-2332 Wabash Avenue CHICAGO

More Than

140 Advertising Organizations

use

Barbour's Rate Service

BECAUSE—It gives them at all times all the "foreign" rates and rate information of practically every English language daily newspaper published in the United States

BECAUSE—The rates of every paper are presented in a standard manner and thru the only method which can insure complete standardization

BECAUSE—It is compact—arranged in the most accessible manner; and insures as no other method can, the correctness, every day, of every rate, and

BECAUSE—It is as necessary to them as the telephone, the typewriter and the mimeograph.

If You're An Agent or If You File Rate Cards—

You Need Barbour's Rate Service Ask Those Who Use It

Barbour's Advertising Rate Sheets

538 South Clark Street

Chicago, Illinois

The Management of

"TRANS-PACIFIC"

The Monthly International Magazine Published in

TOKYO, JAPAN

announce that

Ernest M. Oswalt

will sail for Japan on January 11th to help with the work of establishing this publication.

Mr. Oswalt is manager of the printing and publishing interests of the Loyal Order of Moose at Mooseheart, Illinois, where this organization has spent two and a half million dollars in building a Vocational School and Home for the Education and care of children of deceased members.

Part of Mr. Oswalt's time, and his knowledge of possibilities of this market are subject to your command. Any manufacturer or advertising agency wishing infor-



wishing information or desiring some service performed in the Orient may address Mr. Oswalt, care of Hotel St. Francis, San Francisco, until January 11th, 1919. After that time care of Japan Advertiser, Tokyo. He will visit Japan, China and Siberia representing the publication for a period of six months.

A Part of Your Sales Organization

THE engineer salesman is not selling merely machinery; he is selling the producing of more tons of ore, more carloads of timber or more of any other commodity at a lower cost per unit.

We are not selling merely type, ink, paper and presswork, but as engineer salesmen are selling results in terms of increased business for our clients. Years of experience in business building qualify us to act as printing counsel for our customers in direct advertising. With many of them we have become a part of their sales organization.

We have been privileged to serve as counsel in the development and production of a number of noteworthy and successful direct advertising campaigns—the actual building of business. We face with confidence the greater opportunities of the future.

Our interlocking relation with the Advertising Agency as joint ambassadors of the Merchandising Triumvirate is set forth in a chapter of our new book, "The Barometers of Business." Sent free on request, to advertising agencies and advertising executives.

Bert L. White Company

Originators and Producers of

Illuminated Campaign Material

for Sales and Promotion Purposes
1215-27 Fullerton Avenue, Chicago

In ILLINOIS It's RA

Illinois Leads all States in 1918 Crop Production

(At Farm Prices Dec. 1st, 1918)

1st.	Total 13 LeadingCrops Illinois\$809,305,000
	lowa 747,947,000
	Texas 570,434,000
4th.	Minnesota 489,414,000
5th.	Ohio 465,604,000
6th.	Georgia 460,428,000
7th.	Indiana 451,731,000

Leads all States in Farm Buying Power in 1919

In 1918 Illinois' war crops sold at the farm for nearly a billion dollars. This great store of new national wealth is being converted into merchandise of all kinds.

Illinois offers the greatest potential market of any state in the Union for any product that goes into a wholesome farm home. STAND M
PAF
Western Conway BM a. III.
WALLACE ARD-

The FIRST Farm Paper th

RAIRIE FARMER

Prairie Farmer First in Illinois

First in Length of Service.

First in Editorial Personnel.

First in Editorial Service.

First in Reader Preference.

First in Illustration and

Typographical Make-up.

First in Illinois Circulation.

79th Year - 1919

Prairie Farmer has been published in Chicago in the interests of the Illinois farmer since 1841 and is now in its 79th year of progress!

An illustrative booklet descriptive of Prairie Farmer's Editorial prestige and service will be sent upon request. Among other information it relates how Prairie Farmer in 1918 saved the farmers of Illinois a million dollars by prompting adjustments on wheat sold to grain elevators.

PRAIRIE FARMER-Chicago

BURRIDGE D. BUTLER, Publisher,

CHARLES P. DICKSON, Advertising Manager.

Brooks Bldg., Chicago.

the FIRST Farm State



The Chinese, they say, discovered printing.

But they stopped discovering it. Therein we have the advantage.

We are still discovering it—new potencies, new beauties, new possibilities of expression every day in the sheer use of type.

Especially in advertising.

Bundscho maintains—and proves, many think—that modern advertising opens up a fresh field for this ancient art which is entitled to the attention of the earnest artist.

Bundscho Advertising Typography is revealing many things to many men—things every serious student of intelligent publicity is glad to be awakened to.

J. M. BUNDSCHO Advertising Typographer FIFTY-EIGHT EAST WASHINGTON, CHICAGO

Sig-No-Graph Speeds Distribution

In the race to cover the rapidly expanding market—here, and everywhere—manufacturers are seeking the quickest means of getting their products before the consumer.

"Speed up Distribution", is the new slogan—to meet the everygrowing demand to buy that comes from all quarters.

The Sig-No-Graph brings your product to the consumer's attention most effectively because its unique multi-colored light effects arrest attention wherever shown—in store windows, with interior displays, or anywhere merchandise is offered for inspection. A Sig-No-Graph window is a sales creator that constantly invites purchasers.

Manufacturers: Ask us how you can use the Sig-No-Graph to increase distribution through your dealers. It is explained in our, booklet, "Winning Sales With The Sig-No-Graph," and is free upon request.

THISIGN GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, Chicago

The ORANGE



Over one-half century ago Orange Judd, the leading agricultural authority of his time, laid the foundation for the development of modern farming as it is known today. He was the founder of Orange Judd Farmer and through this farm paper educated the farmers of Illinois

to the value of scientific agriculture. From this beginning The Orange Judd Farmer has grown into a great farm paper. It is an institution of service, a power for progress, a true champion of the farm folks of Illinois. The Orange Judd Farmer represents even more than a farm paper, for it is backed by an organization of leading agricultural authorities that are here to serve personally and

editorially the interests of our people at all times. Better farming methods, more profit and prosperity has been the result. Its influence, its prestige and educational value makes The Orange Judd Farmer one of the most vital factors in the development of greater Illinois.

THE ORANGE JUDD FARMER

> Leads in Illinois

JUDD FARMER

Leads in Editorial Value, Service and Advertising Influence

The Orange Judd Farmer is the only weekly Illinois farm paper. The substantial farmers in Illinois subscribe to The Orange Judd Farmer, over 90,000 in Illinois alone. They turn in full confidence to The Orange Judd Farmer for the latest weekly live stock and market reports covered by such men as J. M. Carroll and Chas. S. Michaels. The greatest

and Chas. S. Michaels. The greatest crop reporting expert in the world, B. W. Snow, is our crop statistician. Frank M. White, one of America's leading crop engineering experts, is editor of our farm engineering department. The Orange Judd Farmer editorial staff is organized to give the greatest service to our subscribers. Advertisers selling through dealers or

rs selling through dealers or direct find in The Orange Judd Farmer the most influential advertising medium in the Illinois territory. Rural folks believe in Orange Judd Farmer advertising. Dealers know its trade-building power. For unusual and profitable results use The Orange Judd Farmer.

THE ORANGE JUDD FARMER

> 30 N. Michigan Ave. Chicago Illineis



- PROGRESSING WITH THE REALIZATION THAT THE SUCCESS OF OUR CLIENTS MEANS OUR SUCCESS

MAGAZINES, NEWSPAPERS, FILM, OUTDOOR AND GENERAL ADVERTISING

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bu: in oth





The Plumber on Main Street

It is easy to see by the illustration that Mr. Schardein, of F. S. Schardein & Sons, Louisville, Ky., is a wide-awake dealer. He not only handles plumbing and heating contracts, but sells bathroom accessories, toilet fixtures, washing machines, gas stoves, laundry and kitchen utensils, gas and electric lighting fixtures and kindred lines.

Mr. Schardein is one of the many hundreds of live readers of "Domestic Engineering" whom we have asked to tell us something about the business of "The Plumber on Main Street," and here is his reply:

"During the past few years the plumbing contractor has been endeavoring to work into the merchandise game and carry a stock of general plumbing, gas and heating accessories, and as many sidelines as will conveniently work into his business. To-day he is carrying a stock of merchandise and is a merchant as well as a contractor. Some of these goods, like bathroom supplies of all kinds, reading lamps, electric light bulbs, bath towels and mats, soap and talcum powder, yield a profit of nearly 100%, and are far more profitable than the contracting end of the business. To-day the plumber is a business man—has capital invested, carries stock and is entitled to much of the merchandising business enjoyed by the hardware, drug and department store."

"Domestic Engineering," the Weekly Paper of the Plumbing and Heating Trades, has done a great deal to help the Plumbing and Heating Contractor to increase his business. He is being taught in a series of constructive editorials and articles how to increase and extend his business, how to locate prospects and follow them up, how to advertise in the local newspapers with the utmost effectiveness, and in many other ways to become a better merchant and business man.

Make a point of contact between buyer and seller by getting your merchandise in the Plumbing and Heating Contractor's window. Start a sales campaign now through "Domestic Engineering"—the straightest road to the Plumbing and Heating Contractors of America.

DOMESTIC ENGINEERING 407 S. DEARBORN ST.

Member Audit Bureau of Circulations

The CHARLES EVERETT

INCORPORATED

CHARLES EVERETT JOHNSON, President

HIS organization has been built around and is animated by a vigorous idea. That idea is an art service to advertisers from plans to plates founded on a close co-operation between artist and advertiser.

In the best modern advertising—art is the vital element and competent art authority co-operates from the very beginning. You can order pictures from us and get the best, but our real service begins at the conference table where campaigns are mapped out and lasts until engravings are ordered.

We do not merely illustrate advertising—our work is advertising. We employ no salesmen. Our service is given by artists trained in advertising. Those who know Mr. Johnson and Mr. Young understand what this means.

JOHNSON COMPANY

GEORGE O. BAKER, Vice President-Treas.

FRANK H. YOUNG, Secretary

A study of our personnel will give an idea of the high standard of art executed in our studios. In addition to

ALONZO KIMBALL

and

C. ALLAN GILBERT

who have recently come out from New York to join our forces we have

C. EVERETT JOHNSON GEORGE BAKER R. F. JAMES HARRY L. TIMMINS ARTHUR HENDERSON

And other highly specialized artists, together with a group of exceptionally capable designers and letter men.

Auditorium Tower



Chicago, Illinois

CATALOGS

BROADSIDES—FLYERS—FOLDERS—CIRCULARS

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—Broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are "squaring away" to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

SEAMAN PAPER COMPANY

Chicago 208 So. LaSalle St. New York 200 Fifth Ave.

PHILADELPHIA BUFFALO MILWAUKEE MINNEAPOLIS ST. PAUL ST. LOUIS CINCINNATI



All together—Let's continue production and insure Prosperity.

U. S. DEPARTMENT OF LABOR W. B. WILSON, Secretary. Local advertisers know and foreign advertisers are finding out that

ONE PAPER COVERS THE STATE CAPITAL

The largest and oldest department store in Springfield, Ill., the city's biggest advertiser, places 95% of its advertising in the

SPRINGFIELD NEWS-RECORD

only evening paper in the capital

Carries more local advertising in six week day issues than either of the Springfield morning papers carry week days and Sundays, (seven issues) combined.

Guarantees largest circulation in Springfield, reaching 83% of newspaper reading homes.

Net paid circulation for November 18,890, reaching 188 towns within a radius of 60 miles of Springfield.

Has attained the dominant position in its field by giving the news. Only paper in the state operating two leased wires at the same time, and maintaining its own Washington Bureau. Member of Associated Press, International News Service, and Audit Bureau of Circulations.

SPRINGFIELD NEWS RECORD SPRINGFIELD, ILLINOIS

Post Building, Washington
Fifth Avenue Building, New York
Peoples Gas Building Chicage
Old South Building, Boston

REPRESENTED BY CHAS. H. EDDY CO.
Foreign Business Doubled in 1918

CHICAGO-THE CENTRALDCAT



One of the largest and most completely equipped printing plants in the United States

OUR SPECIALTIES

- (1) Catalogues (2) Booklets
- Trade Papers
- Magazines (5) House Organs
- (6) Price Lists
- (7) Also Such Printing as Pro-edings, Directories, Histories, Books and

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING (Linotype, Monotype and Hand)

PRESSWORK The usual, also Color and Rotary)

BINDING

(The usual, also Machine Gathering, Covering and Wireless Binding)

MAILING ELECTROTYPING ENGRAVING DESIGNING ART WORK

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your adver-tising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

PRINTING AND ADVERTISIN WISERS
Publications. We assist in so catalogue render any other assistance we can did to pround interest in the success of every mate but direction that appears practical and le, and we you have a standing invitation to a impect appreciate catalogue and publication repair and their and operate both to meet the requirements sement.

CATALO

GRE/

ENC

Make a Pring Co and a Largend F

Business Methods and Financial Standing the Highest

If you want quality—the education raining of trated in one direction on the one opining make the workmen more skillful.

If you want **delivery**—our plant is ad with exmachinery and is in operation day at the year If you want the best price—our with bor-savi ment enables us to make exception prices on Our organization is excellent. Whe place an relieve yourself of all anxiety. You yourself

PROPER QUALITY—QUICLIVERY

Our large and growing business is the satisfic of repeat orders.

We are always pleased to give the not dozen or to persons and firms contemplating a mining or

Don't you owe it to yourself to what Consulting with us about your pricilems and does not place you under any obligation.

LET US ESTIMATE ON YOUR GUES A

We are strong a special Particularly there (

CHIC

ND LON

Polk and La Salle Streets TELEPHONE WABASH 3351-

CENTRALIAT CHICAGO-THE

ALDCATION

risin visers and the Co-operative and Clearing House for Catalogues and this so catalogue compilers, advertising men, editors, or proper agency service, and recan dithe promotion, preparation and printing of catalogues and publications. I every mate business and publication prompts us to offer our assistance in every aland is, and we invite suggestions with a view of making our service most valuable. then to disperse our plant and up-to-date facilities. You will find upon investigation that we ments admers. We own the building as well as our printing plant ments admers.

GREAT CENTRAL MARKET-

PUBLICATION

rink Connection with a Specialist ged Reliable Printing House

(Inquire Credit Agencies and int National Bank, Chicago, Ill.)

ucation mining of our employes concen-e one opiniting in which we specialize, Iful.

lant is ad with economical, time-saving a day of the year around.

our us thorsaving material and equip-eption prices on our specialties.

Who place an order in our care you
You yourself

QUICUVERY—RIGHT PRICE

ess is in satisfied customers, because

the number or more of our customers ating trinting orders with us.

self to at what we can do for you? ur privilems and asking for estimates obligat

OUR GUES AND PUBLICATIONS

ong gr specialties ly theger Orders

eets

CHICAGO, ILLINOIS H 335 AND LONG DISTANCE

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting ma-chines and with our system—having our own type foundry—we use the type once only, un-less ordered held by customers for future edi-tions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of linotype and mono-type machines and they are in the hands of ex-pert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses— the usual, also color presses and rotaries— and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing depart-ments are so large that we deliver to the post-office or customers as fast as the presses print.

Let Us Print Your Catalogues and Publications

ALTATION FOR PRINTING

1918 Record of Accomplishment

Based on Actual Results Delivered

The Boys' World

15.7% Gain in Advertising over 1917

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Proving its yearly increasing worth as a result-producing medium in effectively reaching the boy-field.

The Girls' Companion 42.3% Gain in Advertising over 1917

Proving decisively the value and responsiveness of the girl-field, which equals—perhaps exceeds—the boy-field in importance.

Young People's Weekly 94.1% Gain in Advertising over 1917

-nearly 100 per cent. Proving the growing buying power and real buying influence of the young folks in the home.

Cook's Weekly Trio

50.7% Gain in Advertising over 1917

Proving conclusively the responsiveness to advertising and real buy-ing influence of the boy-and-girl field-particularly significant in The TRIO where the acceptance of advertising is limited as to volume and character.

A steadily growing list of advertisers are proving, in the convincing terms of results, the actual dollars-and-cents value of the aggressive good-will of these million boys and girls of ours in a million desirable, worth-while homes. It is just one more highly effective way of reaching the family pocketbook, by enlisting active'y in your behalf their 10½ Consumer Value, their growing Earning Power and their tremendous Buying Influence—to say nothing of the advantages of stabilizing your Future Market with these "men and women of tomorrow." Why not get together for 1919?

COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY Over 420,000 \$1.50 per line Over 200,000 75c per line

Combination Rate, \$3 per line-945,000 Net Paid

David C. Cook Publishing Company, Elgin, Ill.

WESLEY B. FARMILOE, Advertising Manager

Roy Barnhill, Inc., Charles H. Shattuck Sam Dennis, Globe-Dem. Bidg., St. Louis People's Gas Bldg., Chicago 23 East 26th St., New York

Advertisers Would Browbeat the Editors, Says Gundlach.

Disagrees with B. C. Forbes, Who Would Have Advertisers Shun Publications That Are Not 100 Per Cent American

U. S. DEPARTMENT OF LABOR INFORMATION AND EDUCATION SERVICE

Washington, Dec. 16, 1918.

Editor of PRINTERS' INK:

Permit me to register a protest (and I hope there may be other protests) against a suggestion made by Mr. B. C. Forbes in your December 12 issue.

In an ably written article, which ends with some well expressed sentiments regarding the new era of business, Mr. Forbes inserts a proposition which is about as far removed from his conclusion as the North Pole is from the South

Pole.

Mr. Forbes, it appears, wants the advertisers of the United States collectively to put "undesirable" publications out of business by a wholesale withdrawal of advertising patronage. He takes as his first illustration the muckraking magazines of some years ago. He contends advertisers who appeared in these magazines during the period of their increasing circulations, advertisers as a group should have refused to use space. Hence, of course, as circulation costs too much to be profitable without advertising, the muck-raker would, as Mr. Forbes correctly concludes, have had to disappear from public view. Is this not a dangerous thought-an extremely dangerous thought? Let us hope that such suggestion as this, seemingly quite rational, will be viewed in a broader light.

Take the case of the muck-raking magazines. We cannot deny that after the first blush of successful exposés, some publishers, who saw the circulation of their rivals mounting sky-high, undertook to muck-rake most anything not with a thought for the public good, but simply with a view to duplicating those other circulation

efforts. But this does not gainsay that among the "muck-raking" publishers of ten years ago were some who pro bono publico showed the people the inner workings of certain "respectable" in-

stitutions.

What would have happened if Mr. Forbes had been living during this ancient era? What if bankers who feared that their shoes might be soiled, and business men who preferred to keep their records as far from public gaze as possible, had succeeded in keeping advertising out of these publications? Circulations, of course, would have dwindled, if indeed some high principled publisher had continued to tell the truth in spite of the loss of advertising; that is, if he could have told the truth to a handful.

Then, indeed, some "reputations" might have been saved—and the public would be less wise than

it is to-day.

But let us go a step farther. Who is going to sit in judgment on a publisher as to whether a muck-raking campaign is conducted solely with a view to public good or solely with a view to circulation, or from both points of view, or from the point of view of circulation with positive knowledge that only evil is being done. Who, I say, is to be the judge? It would be a short step from

It would be a short step from a refusal to use muck-rakers to a refusal to use any publication which rakes up something which certain commercial interests pre-

fer to see underground.

A LINE MIGHT BE DRAWN HERE

I confess that I have some leaning towards Mr. Forbes' proposal, provided it would limit itself simply to publications which steep themselves in filth. I confess that I have sometimes used publications carrying advertising that we

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all know should never appear, and I have felt rather guilty that my clients and I were making money out of circulations of this character and were enabling the publisher to secure more circulation and write more wicked adver-

tising.

But if we are going to sit in judgment at all, we must positively know that our judgment is limited to the obvious; that we do not delve into questions of editorial policy, no matter how insane these policies may seem nor how bad for the public they may appear to be. In fact, no matter how sure I may be of the mercenary motives of certain edi-torial policies, I should be most loath to use the club of advertising in order to force my opinions. As soon as that element of money power is introduced, I am setting up my opinion as an advertiser as against the opinion of the editor, and we are then in danger of passing to a most vicious type of censorship-the censorship of the man of business over the man in · the editorial chair.

A PERNICIOUS SUGGESTION

Nothing in newspaper and magazine making is more reprehensible than the use of advertising patronage to influence public opinion. We can tolerate a great deal of evil editorially, rather than the slightest evil or slightest danger

of evil in that direction.

We have enough of that indirect influence of the advertiser over editorial matter in the daily newspapers. But to-day it is done indirectly and shame-facedly by shame-faced advertisers to shamefaced editors-the briber and the bribe taker. Whatever we do, let us not prepare an ethical cloak for such practices. Let us never, as advertisers, consent to any hypocrisy, or even any honest programme which might lead to hypocrisy, so that the advertisers collectively should repress editorial policies. There is just such danger now-such an undercur-rent of opinion among business men-and Mr. Forbes, who may be the most right-minded man in the world for all I know, is only helping along the pseudo-ethical appeal of this movement against

America's free press.

In fact, the dangerous tendency should become clear to the author of this plan if he will re-read his own article. Having taken up muck-rakers, he goes on to a larger list-larger questions-he takes up Bolshevism and other doctrines. I should be grateful to know exactly what a list of "trouble breeding publications" includes. Here is the test he want to apply before we take advertising in a publication:

"Is this publication which I propose to endorse and strengthen and support by my money a publication that I would be willing to have on my library table and glad to see my sons and daughters read? Is it such a publication that, if its tenets and views were taught in the public schools and the universities of the country, the coming generation would be better

men and women?"

If this test were to be applied generally, then a Roman Catholic manufacturer of soap would not be able to use the Christian Herald, and a watchmaker who believes in single tax could not use a publication which attacks his hobbies. Does Mr. Forbes mean to say seriously that advertisers should refuse to use publications that seem to help social-ism? What is socialism? What is not? Are Socialists muckrakers? Is it obvious, because a man favors socialism, that he is therefore dishonest and that he is printing Socialist propaganda merely for the sake of getting a larger, circulation?

Forbes also warns us Mr. against the use of Bolshevik papers. I am not aware of the existence of any widely used advertising mediums that preach Bolshevism. Therefore, we might conclude that Mr. Forbes believes that no paper that has any kind of "taint" toward internationalism or radicalism should be used. I must confess that if an I. W. W. publication got under way in this country I should be loath to use

Sunset Magazine

THE PACIFIC MONTHLY

Announces the appointment of

ARCHER A. KING, Inc. as Chicago Representative

Effective January 1st

CHARLES H. WOOLLEY

Business Manager Publishing Office, San Francisco

CHICAGO OFFICE 1851 Peoples Gas Building

SEATTLE OFFICE 737 Henry Building NEW YORK OFFICE 515 Candler Building

BOSTON OFFICE 6 Beacon Street

AN INCREASE:



THE circulation of Motion Picture Classic is now well over 170,000 net paid copies an issue.

WE announce a new rate—\$300 the page, \$100 the column, 75c an agate line.

EFFECTIVE with May, 1919, issue. Send for our rate card.

A POWERFUL addition to your list. Reader interest and responsiveness to keyed requirements—unequalled.

DUNCAN A. DOBIE, JR.

Advertising Manager
175 DUFFIELD STREET
BROOKLYN, N. Y.

METZ B. HAYES
New England Menager
44 Bromfield Street
Boston, Mass.

ARCHER A. KING
Western Manager
Peoples Gas Building
Chicago, Ill.

its advertising pages; to this extent I might have a leaning toward the ideas of Mr. Forbes. But this would be a long way from any such censorship of magazines which some Junkers might like to bring about. They could find no better club to swing over the heads of editors-if we as advertisers will not continue to feel ashamed, as we have felt ashamed, whenever we have used any advertising patronage to in-

fluence an editor.

If indeed a publication became truly obnoxious, the Postoffice Department has the power to refuse mailings. Many men in our democracy have complained of the allegedly arbitrary power of the postoffice. Yet this institution belongs to the people, is of the people-it is the people. So when the people through their postal department, do not feel justified in repressing an editor, shall we as advertisers representing a handful of the total population set ourselves up as a supreme court and decide by the power of the purse, what and what not the public shall be enabled to read?

This is the thought in various forms, a paternalistic thought sometimes benevolently paternalistic, that is gaining ground-and right minded high types of business men can perform a distinct public service by setting their own influence against any and all tendencies to restrict freedom of ex-

pression.

This is a time in the new era when we require the freest expression; freedom of preaching, freedom of criticism, and above all, freedom of speech and press. These give the spirit that the wonderful organization of the German Empire lacked, these give the spirit that made us great and will make our country greater. Those who fought the Kaiser must not advocate kaiserism for America. Repressionists can but help the extremists on the other side. Nothing could help Bolshevism more than a concerted effort of wealthy business houses withdrawing patronage from all publications that have a "taint" of

radicalism-leaving it to the large advertising interests what is meant

by "radicalism."

As for Mr. Forbes, I refer him to a gentleman by the name of John Milton, who wrote a rather well-known pamphlet quite a few vears ago. E. T. GUNDLACH.

Hit a Traitor in the Pocketbook

New York, Dec. 17, 1918. PRINTERS' INK. Editor of PRINTERS'

Of the many inspiring and instructive articles appearing in Printers' Ink since its first number, and I have read nearly all, that of B. C. Forbes, in your issue of December 12, has driven further with me than any I can now recall.

How can any straight-seeing adver-tising man or advertiser justify spend-ing one single penny in a medium that ing one single penny in a medium that oozes subtle poison gas, even though adroitly disguised as perfume. After what this country has been through and after what has come home to every one of us, when we see our sons or brethren hurried from their ships minus legs and arms, to help put one dollar in the coffers of a publication that is even under suspicion of being less than 100 per cent, true, is to feed the dog that bites our hand and to pro-

claim ourselves unworthy to do business under the American flag.

The only way to treat a traitor when you cannot shoot him is to hit him hard and often where it hurts.

D. A. REIDY.

Why Not Save It in "Printers' Ink?"

THE McCall Company
New York, Dec. 14, 1918.

Editor of PRINTERS' INK:
B. C. Forbers' and the control of the con Editor of PRINTERS' INK:

B. C. Forbers' article (or rather a portion of the address of December 5th before the New York Convention of the Association of National Advertisers) on "The Advertiser's Responsibility in Using 'Trouble-Breeding Publications,'" is a masterpiece of business eloquence, business ethics, and business sense. It is another "Message to Garcia." I wish it could be framed and hung over the desk of every advertising buyer in wish it could be framed and hung over the desk of every advertising buyer in the world. Why not reproduce this in de luxe form and send it out to every advertiser and every advertising agency? My bank account is one that requires constant nursing, otherwise I would gladly do this thing myself just for the fun of giving the widest possible distri-bution to a doctrine at once so vital. so

bution to a doctrine at once so vital, so sound and so constructive.

Walter A. Vanderlieth,

Circulation Manager.

Ice Cream Ad Man Advanced

John B. Fraser, advertising manager of the Tabor Ice Cream Company, Cleveland, has been appointed sales manager of the company.

Ford Wins Right to Use Name for

Argued that Name "Ford" Has Become More of a Mark than a Name

'HAT a surname may become, through advertising, more of a mark than a name is the interesting principle recently established by decisions in several cases involving trade-marks. One of the most interesting of these rulings was favorable to the Ford Motor Company. In appraising the present-day significance of the name "Ford," Assistant Commissioner of Patents Clay declared: "If Ford was at one time merely a surname it is now no longer so. It is now as truly the index of a reputation and a mark of origin as any mark one could think of."

The pronouncement that prestige may make of a surname a supername came in connection with the latest development of the Ford policy for the gradual increase of its family of products. The com-pany applied at the U. S. Patent Office for the registration of its name, written in the familiar somewhat standardized script form, as a trade-mark for rubber The Examiner of Trade Marks rejected the application on the ground that the word was merely the name of an individual and was not written in peculiar or distinctive manner as the law requires. He did not ignore the previous registration of "Ford" as a mark for engines and parts but held that this latter registration was made under the ten-year proviso in the trade-mark act.

When the case was appealed the reviewing authority took cognizance, first of all, of a point of especial significance to advertisers, namely the right to stretch an established trade-mark to cover a new but related product.

Taking up the moot question of the requisite display necessary to render a surname peculiar or distinctive the arbiter expressed the opinion: "It might be said that the script form of the writing of the word 'Ford' in this case is an ordinary form called brush letter

or stump script and is not peculiar. But the fact is that for a great many years the public has had a very wide familiarity with this exact form of the word as a mark on automobiles and parts of automobiles. The use of the term has become so very extensive that I dare say there was a time when the word 'Ford' did not mean the individual in Michigan who is named 'Henry Ford' but primarily meant a particular kind of automobile.

"The automobile is probably known by numerous people who are not aware of the fact that it is a man's name at all. Indeed, it is probable that the man Henry Ford first became widely known because of the reputation of the automobile rather than the automobile becoming known as made by Henry Ford. I am satisfied that the word 'Ford' is not merely the name of Henry Ford or merely the name of any other man; it is the name of a machine.

"Strictly a word would be merely the name of a man when it was only the name of a man and nothing more. It is logical to say that the word 'Ford' is not merely the name of a man because it has another clearly established mean-

"Before 'Ford' came to have the meaning it now has another man named Ford had the right to make an automobile tire and call it a Ford tire. But now, after the name 'Ford' has drawn to itself a new meaning there can be no liberty of that other Ford to mark rubber tires with the name of a famous automobile."

The fact that the Ford Motor Company designates its house-organ "Forddealer" was one of the facts that weighed with the Patent Office tribunal in its decision that here was a case where a surname has a status in trade that transcends the identity of the individual who originally supplied it.

There's the suggestion of quality in the name

ART MAT

The incomparable dull finish coated

The stock for those who manufacture goods of quality—the stock for those who wish to reflect the quality of their product in their advertising literature—the stock that retains the very atmosphere of every photographic reproduction—the stock with a printing surface that actually invites the eye.

Costs more

Worth much more

Let us send you samples and details

PUIZ DEJONG€ ₹ CO.

NEW YORK CITY



The Montgomery Advertiser

Announces

ALL DAY SERVICE

Beginning January 1, 1919

In addition to the Morning and Sunday Editions of The Advertiser, AN AF-TERNOON EDITION and a MID-NIGHT (Train) EDITION will be added. The most complete Newspaper in Alabama.

New features will be added to the Sunday Edition.

Watch the Circulation Jump

Same rate covers All Editions. (Until Further Notice)

Two Fields - One Cost

The Montgomery Advertiser

KELLY-SMITH COMPANY Representatives

New York 220 Fifth Avenue

Atlanta Geo. M. Kohn, Candler Building Chicago Lytton Building



B Post at to CJO9, than he we lead be PnwsvatletiGlectitbbHH111CH

Bridgeport "Post" and "Telegram" Sold

The Bridgeport, Conn., Evening Post, Telegram and Sunday Post were sold last week by Archibald McNeil, Jr., and Kenneth W. McNeil, the owners, to Edward Flicker, formerly publisher of the Cincinnati Engsirer, and Russell R. Whitman, publisher of the New York Commercial, for approximately \$1,000.000. Under the reorganization of the publishing company which followed, Mr. Whitman was elected president, and Mr. Flicker secretary and treasurer. The former will continue to devote his attention to his New York property, while the latter will take up his residence in Bridgeport and become publisher and general manager of the papers.

lisher and general manager of the papers.

The McNeils purchased the Bridgeport Telegram, a morning newspaper, in 1912, neither of them having had any experience in the newspaper business. The paper prospered, and in 1914 they took over the Bridgeport Past.

Mr. Flicker was identified with the Cincinnati Esquirer thirty years. When John R. McLean, the owner, died, June 9, 1916, he left the administration of the property in his hands and fixed an annuity of \$15,000 a year to be paid him for five years. Subsequently Edward B. McLean, son of John R. Mclean, obtained control of the Enquirer and the Washington Post, which also belonged to his father's estate.

Business Paper Editors Write President Wilson

President Wilson

A letter has been addressed to President Wilson by the editors of business papers of the United States who went abroad several weeks ago as guests of the British Government to visit the devastated districts of France and Belgium and to make a tour of the industrial centers of England. The letter urges that the complete restitution and reparation by the people of Germany and the punishment of their leaders and their agents for crimes committed, will do more than anything else could to insure the observation of future laws that may be made by the nations. The letter was signed by Roger W. Allen, Arthur J. Baldwin, H. M. Swetland, Herbert L. Sedrich, H. E. Taylor, and Howard C. Parmelee of New York; Henry G. Lord and Frederick F. Cutler, of Boston; Samuel O. Dunn, of Chicago, and H. Cole Estep, of Cleveland.

S. V. Cunningham With "National Drug Clerk"

L. V. Cunningham has been made head of the business and promotion departments of the National Drug Clerk, Chicago. He resigned as advertising manager of the Inland Printer, Chicago, November 1, and was awaiting a call to the Officers' Training Camp when the armistice was signed.



The Season's Compliments

R. PUNCH and his Advertisement Manager extend the Season's Greetings, sincerest Good Wishes for a Happy New Year, and their warmest thanks to the hundreds of Advertisers, Advertising Agents and Advertising Managers who have so willingly helped in making 1918 the eleventh consecutive year of notable Increase of Advertising Revenue.

"PUNCH" OFFICE 10 Bouverie Street, London E.C. England

"I Hereby Highly Resolve"

A Few New Year's Resolutions for Advertising Men

1. THAT, for the new year, I will set myself to the task of eliminating from my copy all "pep," "ginger," or other oratorical outbursts and endeavor; instead, to compose all my advertisements in brief, simple, sincere language, offering to exchange my product for a certain amount of the reader's money—and my efforts will be confined to showing him how and why he is getting the

best of the bargain.

That, instead of discoursing learnedly on the low order of dealer intelligence and bemoaning the sad lack of dealer co-operation, I will endeavor to make all the window display and other advertising material I send out simple to set up and fool-proof in construction—not because I think the dealer a fool, but because I realize that he may have a loftier ambition in life than to be known as the only dealer in the country who succeeded in setting up a Dash-Blank Company window display, according to the directions pasted on the reverse side, in three hours from time of starting-and missed only seventeen sales in the store while doing

That, regardless of how I may want to economize on my advertising appropriation, or how earnestly a printing salesman may argue the case, I am not going to allow myself to be talked into the fact that a colored car-card sketch, for which I have paid out a large segment of the boss' money, can be reproduced in two colors when the design obviously requires eight. I realize that old Ben Day put a wonderful invention on the market a few years ago, but I am just beginning to find out that this invention was never meant to perform miracles and I am not going to expect it to.

4. That, before tearing my hair in anguish at the shameless ease with which dealers substitute an

inferior article when my product is called for, I will first discover whether I have really made it worth while for a dealer to sell my goods rather than suggest a

substitute.

5. That I am going to put out of my mind, once and forevermore, the fallacy that one of the highest qualifications of a good advertising man is the ability to browbeat and make miserable the men who come to him with space to sell. For a long time I have had a deep suspicion that many of these fellows knew more about my job than I myself did, and that they realized the greater part of my gruffness was merely put on to hide my ignorance.

6. That I am going to drop entirely the air of indifference I have made it a habit to assume when a salesman came in to show me a sketch, a layout, or a dummy for a printing job. I find that though this attitude says, as plain as so many words: "Old stuff, my boy, old stuff," assuming it nevertheless makes things very embarrassing for me when I myself originate a sketch, a layout, or a printing job dummy and discover that the salesmen who call to figure on the work affect the same air of boredom—as soon as they catch sight of my idea.

That I will stop at once the practice of letting salesmen make up sketches when I know there is not one chance in a hundred of my boss ordering one of them. I have never realized the fact be-fore, but I can now plainly see that while the presence of a lot of sketches on my desk makes me look as though I were really busy, yet each one of these designs has cost some concern a good deal of time, thought, and money; also that there was once a boy who cried "Wolf" a few times just to see the people jump and that when a wolf finally did appear on the scene no one paid the slightest attention to his yells.

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IT is a waste of money to advertise to an individual when you can get the whole family at the same cost.

THE YOUTH'S COMPANION

For All the Family

reaches just that solid unit of 5-plus members. Every copy finds a family every week.

PERRY MASON COMPANY, Publishers

Boston, Massachusetts

New York Office: 1701 Flatiron Building Chicago Office: 122 South Michigan Boulevard

What \$70 Means to You!

The page rate for an advertisement in Successful Banking is \$70.00 an issue on a 12-page basis. The circulation of the magazine is 22,006—covering all banks in the United States with deposits of \$100,000 or over. The magazine in each case goes to the active managing head of the bank, usually the cashier, but in every case the man who does the buying.

Each \$70.00 invested in one full-page advertisement in Successful Banking means that—

—for % of a cent you place a sales message before the man authorized to spend thousands of dollars.

—for 32c you have a heart-to-heart talk with 100 men, some of whom it can reasonably be supposed you will influence to buy many times that amount of your product.

—for \$3.18 (less than the profit on one small sale) you place your advertisement in red and black before 1000 of the most influential men and buyers in America—men whose names could not be gotten together and kept up to date and circularized for many, many times the cost for thus covering the entire 22,006.

—for this \$70.00, if the banking field is a logical one for you to sell, you make the best magazine advertising investment in the United States.

Send for PORTFOLIO of facts concerning the present market possibilities of the banking field.

Successful Banking

BENTON HARBOR, MICHIGAN

Tov Makers Vote to Label All American Goods

Assembled in meeting at their annual convention, held in New York December 18 and 19, the Association of Toy Manufacturers of the United States voted to have a label bearing a suitable design created which will be conspicuously at-tached to each toy, showing that it has been made by an American manufacfurer

This is part of concerted action that is being taken by the association to stabilize the toy trade and to prevent the resumption of the German toy busi-

the resumption of the German toy business in this country.

The style of label has been left to a committee, but Fletcher D. Dodge, secretary of the association, explains that various suggestions will be submitted to school children for approval, so there will be no danger of the message on the label "shooting over their heads." It is probable, too, that a neatly printed slip will be enclosed with each toy package, bearing the following verse, suggested by W. Livingston Larned:

"The proceeds for this little toy, For Uncle Sam's boys and girls In turn go back once more again To his own native working men.

To his own native working men, America's the workmen's land. America has built and planned, America in spirit, too, America's toy gift to you."

W. F. Zimmer Will Have Agency

W. F. Zimmer, Detroit, manager of the Class Journal Company, New York, will leave that organization January 1 and announces that he will open an ad-vertising agency of his own, to be known as the Walter F. Zimmer Com-

known as the Walter F. Zimmer Company.
Mr. Zimmer has been with the Class Journal Company four years. Previously, he was for three years Western representative of Horseless Age, now combined with Class Journal publications, two years Western representative of Motor, New York, and twelve years connected with the Chicago Journal.

Danziger Secretary of Pittsburgh Papers

Charles W. Danziger has been elected secretary of the Newspaper Printing Co., Pittsburgh, publisher of the Gasette Times and Chronicle Telegraph. He is directing managing editor of these two papers and secretary of the Tri-State News Bureau.

Mettee With Michaels Agency

F. G. Mettee is now associated with Harry C. Michaels, New York adver-tising agent. He was formerly for sev-eral years New York manager for the Edward Stern Printing Company and more recently with the Blanchard

G001 **FOR 1919**

Contract for space now and beat the coming advance in rates. Color pages at compelling prices.

WORLD OUTLOOK

the magazine de luxe in interest. humor and picturesqueness

> "Let me add that your publication is one of the most interesting that comes to our home.

FRANK PRESBREY

GET ACQUAINTED

Sample copies to interested Magazine Advertisers

DAVID C. DAVIS **Business Manager** 150 Fifth Ave., New York

For Service Abroad

Advertising Salesman Organizer & Executive

with a unique

European Experience

open for an engagement after January 1st

My experience covers five years throughout Europe as Organizer and Advertising Manager of a group of American publications; a long "at home" connection with Metropolitan newspapers as a reporter, advertising solicitor and manager: also several years' partnership in an advertising agency.

I am looking for an opportunity to capitalize my American training and European experience, where it will be possible to apply my organizing, executive and salesmanship ability.

Address, A. I. E., Box 257. Printers'

"Wave of Advertising" Coming?

(Continued from page 6)

vertised products, and greatly expanded the market for other prod-For example, I find that our publications are carrying 33 per cent more advertising copy, dealing with toilet goods, many of which have in the past been out of the reach of the working woman and the wife of the laboring man. We are carrying 40 per cent more advertising dealing with house furnishings, which reflects, I believe, the fact that thousands of American families are now able to refurnish their homes in accordance with a recently expanded scale of living."

BUSINESS-PAPER PUBLISHER OPTI-MISTIC

An equally optimistic point of view was reflected for Printers' Ink by a representative of a house publishing a large group of technical papers. "For advertising, and for business in general, 1919 is bound to be the biggest year in our history," this man said. "That this will be the fact in regard to our publications is already apparent from the amount of business which is flocking in.

"There has been some apprehension as to the situation of the war manufacturer who has erected large plants and installed machinery to manufacture munitions and other types of goods not suitable for peace time needs. After a close survey of conditions, we feel justified in saying that the situation is not serious. plants were built and contracts were made on the assumption that the war would not last forever. In a large number of cases, this new equipment has already been entirely paid for. In part, this machinery was converted from previous peace-time manufacture, and can be changed back again to its original status. When this is not the fact, the manufacturer must simply scrap his machinery

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"A Million Useless Letters Daily"

"As Per Your Communication" "Serving While Selling" "Why You Have Two Ears"

These are four of more than one hundred titles on which I am writing stimulating Bulletins for stenographers, correspondents and retail salespeople.

These Bulletins cover just one vital point each. They are illustrated, and are punched for loose-leaf filing. They provide space for the employer's or manager's special

examples or comments on the topic treated.



Illustrating a Daily Sin of

These Bulletins have come out of twenty years' experience in advertising, selling, letterwriting and general business writing. They represent what I have learned of employe-training while teaching thousands of people (as head of International Schools of Advertising and Salesmanship), while managing a department of fifty correspondents, and while helping more than a hundred large retailers to make their salespeople more efficient.

My Better Letters and Better Selling Bulletins are supplied by a weekly service arrangement in any quantity desired, at moderate cost. Ideal for use in corporation schools and as a part of any business-training program. Specimens and full particulars sent, free of obligation, to any responsible inquirer. There are probably not more than 300 firms in the United States with the vision to see what can be accomplished through the homeopathic-palatable-dose-plan of coaching their employes and retailers' employes on better business-getting and business-holding methods.

Maybe Your Concern Or Your Client is One of the 300



ven tho one advertises, one may follow the old injunction: "Let another man praise thee, and not thine own mouth; a stranger and not thine own lips."

Bernhard Wurzel, of R. U. Delapenha & Company, (Imperial Conserves) wrote to a client of mine: "We were attracted by the unusual appeal of your folder. The quality of its excellent reasoning, its faultless language and fine choice of words—all supported by extraordinary common sense and presented in true artistic arrangement, is bound to find favor among the discriminating patrons you delight in serving, and leave with those who read its message a most pleasing impression."

A copy of this circular for Henry Ziemer & Company, Fine Grocers, will be sent to interested executives.

JAMES WALLEN + Advertising

186 West Chippewa Street

BUFFALO, N. Y.

and wor a lo er plan min chiget mig

> sai sel

for

for

and forget it. I believe that the world is going to need all the manufactured goods it can get for a long time to come, and the soon. er the manufacturer with a war plant on his hands makes up his mind to put in the needed machinery for peace-time work and get into the new game with all his

might, the better.

As one of a party of Englishmen visiting this country recently said: 'We can't afford to tax ourselves half a million dollars a year for the next five years for the sake of saving half a million dollars this year.' Those British manufacturers intend to ignore for industrial purposes, the vast amount of war machinery, with which their plants have been filled. We believe that American manufacturers will follow suit. can keep their buildings and probably their organizations of employees intact, and you may rest assured that the lessons of quantity production, which the war has taught us, will not be for-To insure adequate distribution for all this greatly increased production of peace-time products, advertising will be employed on the biggest scale we have ever known.

"We find that the advertising pages of our own publications reflect decidedly the change in the national attitude which has been brought about by the war. Advertising copy which reaches the manufacturer or the business man in general must argue economy to-day if it is to attain its maximum effectiveness. Labor costs are so high to-day that the mill, mine or factory owner is willing to pay any amount as the first cost of installing a new device, providing that you can prove to him that it will reduce operating

expense."

That we are not only entering upon a new era of greatly expanded advertising, but an era in which new types of advertising will predominate, is the opinion of a well known advertising agent consulted by PRINTERS' INK.

"We are not only about to see vastly increased advertising in the normal channels of commerce," this agent reports, "but we are about to see a great deal more of what I might call the advertising of ideas in the future. We have learned that advertising can be used to enhance loyalty, either to an organization or to the country itself; that it can be used to sway political thought; and that it can even operate to produce a better feeling among various classes in a community. In my opinion, the American public is not going to tolerate for one instant any attitude of aloofness or 'standoffish-ness' on the part of the big corporations, such as the public utilities. It is up to them to prove to the public that they have a right to exist as private businesses, and I do not know how they can do this more effectively than by following the lead which has already been set by a number of them and carrying their case to the people in the form of display advertis-

BIG PLANS TO BE ANNOUNCED SOON

This advertising agent believes that American business has hardly vet got on its feet after the signing of the armistice, and that after the new year we shall see very many business houses putting into execution extensive plans for advertising and sales efforts which are now only in a formative state. "Even the man who was well established as an advertiser long before the war, now realizes that we are living in a new era," he remarked. "The plans for advertising and merchandising, which worked successfully in the old days may not do at all for to-day. The advertiser who would maintain his position at the head of the procession must be alert to modify his advertising-and indeed the general plan of his business-in accordance with the changed spirit of the times."

The representative of a publisher of a widely read agricultural paper, reports, as might be expected, that the farm press of the country is undoubtedly facing a period of unparalleled prosperity. "Our own publication is now as-

Wanted— A Man Who Understands Retail Problems

A unique and successful publication for retail merchants needs a practical editor.

The contents of this paper consists of articles decribing methods used by successful merchants, and has a big circulation, chiefly among retailers in the smaller towns and cities.

The man we need, therefore, must understand the problems of the small-town merchant and probably has gained this understanding through actual retail

experience.

He needs the ability to write letters that will make merchants call him by his first name. Through correspondence and personal contact with dealers and through contributors, he must be able to secure first-hand information on a wide variety of subjects pertaining to retail business and then present this material in such a way that merchants will read and use it.

If he also has the ability to handle some of the promotion work connected with this publication it will add to the size of

his job.

The man we are looking for is probably connected with some trade paper in an editorial capacity or else with the dealer promotion department of some large manufacturer or jobber.

Give complete details regarding past experience in first letter.

Address L. T. Box 256, Printers' Ink

sured of a twenty-five per cent increase in advertising over 1918 for next year," he reports. "With the price of wheat 'nailed to the masthead,' as it is, the farmer is in a position the obvious advantages of which need not be pointed out. While a majority of our important advertisers have been able to continue advertising in spite of war restrictions on output, the release of raw materials, improved transportation conditions, and the cessation of war work, have now brought practically all of them back to maximum copy. In particular, the automobile manufacturers are beginning to advertise strongly. So are the tire manufacturers. As for such products as tractors, which have enjoyed unusual protection during the war, the volume of advertising bids fair to show a heavy increase in the coming year, even over 1918's remarkable figures."

In the newspaper field, it is rather difficult to estimate future conditions on a basis of the present, inasmuch as in every city the December volume of business is swelled by the heavy tide of local retail Christmas copy. However, there is a strong note of optimism prevalent everywhere, so far as Printers' Ink has learned. One New York newspaper publisher reports that "his only problem is to find space in which to put the copy offered him." Another declares that an unprecedented volume of business is in sight. A similar story is related, in fact, by representatives of every other type of medium. Some of their views will be presented later in PRINT-ERS' INK, to avoid making this ar-

It is interesting to note that several of the men consulted by PRINTERS' INK, in regard to present conditions, have affirmed their belief that the expansion in advertising now in progress is not primarily due to the signing of the armistice. An example of this is the statement made by the representative of a powerful publishing house with interests in several

"Even if the war were still in

fields.

THE DES MOINES REGISTER AND TRIBUNE THOROUGHLY COVER THE CENTER TWO-THIRDS of IOWA



120,613 MORNING & 74,568 SUNDA

I. A. KLEIN, NEW YORK

PHOTO-CHROMOTYPE ENGRAVING ©.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.



LATIN-AMERICA

See page 115, December 19 issue, or page 113, December 12 issue of Printers' Ink, for full story regarding

EL COMERCIO

Send for sample copy, circular and advertising rates.

J. SHEPHERD CLARK CO.

BURNET L. CLARK

President and Manager

President and Manager 114 Liberty St., New York

Galesburg, Illinois

A city of 25,000 population. The site of the largest brick factory in the world. A division point of the Burlington railroad and the home of 2,500 well-paid railroad employees. The center of a prosperous farming community. The site of two colleges with 1200 students.

Galesburg Evening Mail

(Member A. B. C.)

Galesburg, Ill.

Covers This Rich Territory

Foreign Representatives

KNILL-BURKE, Inc.

CHICAGO, 122 So. Michigan Boulevard NEW YORK -- 110 West 40th Street progress, I believe we should now be witnessing a very notable expansion in advertising," this man remarked, "although, of course, the increase might not have been so great as what we are now seeing.

"I believe that the manufacturers of the United States have finally been convinced by the irresistible evidence of accomplished facts that advertising is an effective and economical force which they can no longer ignore. This realization on their part has probably been growing for several years, and the severe mental jolt which the war has given all of us has merely served to bring it to the surface. We are firmly convinced that the present moment offers an opportunity to the American business men, the like of which has never been seen in history, and probably never will be seen again, since the forces which served to bring about the conditions of the present have been eradicated forever. Even the manufacturer who has never used advertising in the past now recognizes that the present situation cannot be met by the old slow method of growth which served him successfully in the past.

"I call to mind the situation of one certain war manufacturer whose annual output before the beginning of hostilities was worth about \$14,000,000. To-day his annual production amounts to \$54,-000,000, and yet the whole world cannot consume on a peace-time basis \$54,000,000 worth of this product. This manufacturer and his board of directors are sitting up nights wrestling with the problem of what new product or products can be added to their list to take care of the \$54,000,000 productive capacity, for which they now find themselves equipped. A number of new specialties have been brought to this man for his inspection, and I think his attitude toward them is indicative of the new spirit on the part of American manufacturers.

"His first question is, Is there a potential market for this product? His second question is, Is the product advertisable?



The largest mail-order houses are using

COLOR-LOG ENAMEL

The light-weight paper for process work

Its lightness (25x38-60) makes it desirable when weight must be kept down.

Its fine finish makes it the most suitable paper for Catalogs and other work involving fine screen halftones or process color printing.

Write for samples or let us make up a dummy in any size for you.

BERMINGHAM& PROSSER COMPANY
Chicago Kalamazoo New York

—now that PROOFS is on a sound basis as a magazine it will be converted into an advertising medium.

PROOFS, The Dental Trade Journal, is the only magazine reaching exclusively dental dealers and their salesmen.

It has been published monthly for over a year by a big dental manufacturer in the interest of better conditions in the dental trade.

In this comparatively short time PROOFS has won the respect and the affection of its readers.

It is not and never has been a house-organ for its publisher.

Its reading pages are free from puffs even of its publisher's products

The place for advertising is the advertising section!

Until now the publisher's advertising has been the only advertising carried.

Now that PROOFS is on a sound basis as a magazine it will be converted into an advertising medium.

Beginning with the January

1919 issue a limited amount of space is available for dental manufacturers and other advertisers who have a message for dental dealers and their salesmen. PROOFS reaches every member of the English-speaking dental trade whose name and address can be secured.

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It is a small magazine, Printers' Ink size, printed in two colors throughout on 60pound enamel stock.

On the theory that advertising in a technical magazine should inform and educate, "cards" will not be accepted as copy and the publisher also reserves the right to edit or reject copy which, in his opinion, is out of harmony with the character of the publication.

The Business Office of Oral Hygiene, "the Printers' Ink of the Dental Profession," will have charge of advertising in PROOFS and requests for rates and sample copies should be addressed to

ORAL HYGIENE, Pittsburgh, Pa.

PROOFS is published by Lee S. Smith & Son Mfg. Co., Pittsburgh. It is edited by Merwin B. Massol.

Advertisers in New York City and vicinity should get in touch with FRANK C. THOMAS, Eastern Manager of Oral Hygiene, 6 East 39th St., N. Y. C.

"If the answer to the second question is no, he eliminates this specialty from consideration at once. He realizes that the most precious thing in his possession is his time. He does not dare to take on any product, no matter how good its ultimate possibilities, unless he can, through advertising, create an immediately expanded market, which will keep his factory busy at its full canacity.

tory busy at its full capacity.
"I can illustrate the rude awakening which manufacturers in many lines have had, by referring to one business, which is not at all abnormal in this regard. For generations New England has been the heart of the textile industry of Manufacturers centred there, they have created their labor market there, and even the manufacturers of textile machinery have also grouped themselves in New England in large measure. Some time ago a tex-tile manufacturer started business away out in Minneapolis, a thousand miles from the reputed logical centre of the industry. He had to develop his own labor market there; he had to go out and conduct his own hunt for raw materials; and when he began to manufacture, he found that the buyers of his product were all in the habit of going to New England and were inclined to look with suspicion upon a business conducted so far away as Minneapolis. In order to make any sort of an impression in the buying market, he was obliged to do the original thing and strike out into advertising. What was the result? The result was that to-day Munsingwear from Minneapolis is said to outsell practically any other line in New England itself, the very home of the textile industry.

"That experience, more or less modified, has been repeated in many other lines of industry. Today, the competing manufacturer, whose productive capacity is perhaps, on the average, 100 per cent greater than it was before the war, is beginning to wake up to that lesson. He sees that advertising is the answer."

PRINTERS' INK does not, of

For Advertising Agency Men and Others

—who come in contact with manufacturers and shippers and
who are not averse to
making something additional in a perfectly
legitimate way we have
an attractive proposition. Next to no time
is required—just a
s mall use of your
head and experience.
Write for our plan.

Mida's Trademark Bureau

Established 1889

Rand-McNally Building

CHICAGO

WE Want to Buy a Printing Plant

Suitable for a foreign language daily newspaper with a circulation of 20,000 copies daily. The plant must be in A1 condition and located on the west side—not above Times Square.

Answers strictly BY MAIL giving details, conditions, price, etc., must be a ddressed to Room 812, 111 Broadway.

Strictly Confidential!

Automobile Copy Writer

Large farm implement, tractor and automobile manufacturer desires automobile copy writer to join advertising department. Young man preferred, familiar with automobile marketing and publicity methods, also able to work in on other lines. Must be willing to live in small middle western city, and grow up with organization. Must be a steady, consistent worker, clear thinker and forceful writer.

If you possess these qualifica-tions this position will pay you liberally and offers permanent connection with steady and sure advancement.

Write full details, stating salary desired, submit samples of work. Communications treated in strict-est confidence. Address "O. P." Box 255, care of Printers' Ink.



"The Saturday Evening Post of South America."



The Authority on Pan-American Affairs.

SOUTH AMERICAN PUBLISHING CO. **NEW YORK**

course, desire to play the role of a prophet; but we believe that these conclusions of men who are in a position to judge with un-usual penetration the current of events as to advertising and advertised goods, are well worth consideration. There is certainly no doubt that the business man who would succeed in the altered world in which we live to-day, must keep abreast of the proces-sion; and that he is finding even more than in the past that advertising is a force he cannot afford to ignore in the course of that effort.

Slogans of Labor Department to Go in "White Space"

The American Association of Advertising Agencies, New York, through James O'Shaughnessy, the executive secretary, has issued a bulletin, No. 96, dealing with the subject of the advertising slogans of the U. S. Department of Labor. A letter is reprinted from E. T. Gundlach, associate director general, Information and Education Service of the Department of Labor, in which he takes the view that it is not "free space" that the Government asks of advertisers, but "white space," in which otherwise nothing would be printed. "White space," of course, costs money," he remarks, "but the insertis placed therein mean money because they preach co-operation between wage

placed therein mean money because they preach co-operation between wage earners and employers."

Mr. O'Shaughnessy points out in the bulletin that Mr. Gundlach came near making a successful battle against free space in Washington. "He got the Department of Labor to pay cash for some double column display. This was placed through an eastern agency. The campaign lasted for two months and then the cash plan of Government advertising evaporated."

L. Shuey Retires from Lowe Brothers Co.

E. L. Shuey, who has been for a number of years advertising director of the Lowe Brothers & Company, Day-ton, O., has retired from that organiza-tion. Mr. Shuey was a former presi-dent of the Association of National Advertisers.

H. K. Edwards Adds to Duties

H. K. Edwards, business manager of the St. Paul Daily News, has taken over the management of the Russal Weekly, which he will manage in conjunction with the News.

The Rusal Weekly is one of the Clover Leaf publications with head-quarters in St. Paul.

There's one newspaper in Philadelphia whose market reports form the basis of payment. Another proof that

THE PHILADELPHIA RECORD

Is "Always Reliable"

Proofs—or PLATES?

Defects in engraving can be concealed by manipulation in proving. But when the plate is printed—!

Trichromatic proofs are never "prettied up." We consider ourselves platemakers, not proof-pullers.

Every Trichromatic plate must be O. K'd by a member of the firm for printing quality and faithfulness to the original before it is allowed to leave the shop.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue - New York City
J. H. Tryon C. A. Grotz

RINTERS'

JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1345-78-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWERNCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicage Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, Julius Mathews, Manager.

Atlanta Office: Candler Bldg., Gro. M. Kohn, Manager. St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$50; halfpage, \$40; quarter page, \$20; one inch, minimum \$5.30. Classified 45 cents a line—net. Minimum order \$2.23. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor LYNN G. WRIGHT, Managing Editor R. W. PALMER, News Editor

John Allen Murphy Kendall Frank L. Blanchard Bruce Bliven Frederick C. Kendall Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, DECEMBER 26, 1918

Advertising to Keep People Sold

The electrical industry's "saveby-wire" campaign, which was described recent-

ly in PRINTERS' INK, suggests a phase of merchandising that is of wide interest. In brief, the purpose of the drive was to get people to save fuel by substituting electrical appliances for coalusing ones. An incidental part of the effort was to bring back into use appliances which people had

bought, but were not using.

This last phase of the campaign is one that could be applied in many fields. It is a well known fact that people buy some products about which they become indifferent after the first burst of enthusiasm has died. Theorists frequently base their criticism of advertising on this fact. point to these dust-laden, articles that have accumulated in many households as a proof that advertising induces people to buy things they do not actually need.

Advertising, however, should not be blamed for the temperamental nature of many persons. Keeping up the enthusiasm of people in the various things that from time to time claim their interest, is a difficult task. Nevertheless, there is much that advertisers can do to sustain the interest of persons who have bought their products. It would probably be futile to advertise to people urging them to put discarded articles into use. A better way is to approach the task in-directly. That was what was done in the electrical campaign. It was assumed that people were not using their appliances more freely because of the difficulty of taking out light bulbs and screwing in the appliance wire. Hence the rub of the drive was to get householders to put in more "convenience" sockets in their homes.

Likewise the Gillette razor people realized that many men were not using their Gillettes because they had been using them improperly and were dissatisfied. The company met this by sending demonstrators around the country to show men the correct way to

handle a Gillette.

An advertising campaign based on news or current developments is another method that often renews the interest of persons already owning the product, but who may have grown lukewarm toward it. For example, the advertising of the Eastman Kodak Co. advising Kodakers to take pictures of the folks at home to send to soldiers, made many shutters click that may have been idle for some time.

As a matter of fact, nearly all good advertising is designed not only to make sales, but to keep people sold, who may already own the product. A sale is not com-pleted until a product is satis-

factorily used.

Se Peop The to out s

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Often an adver-Sell the tising proposition People What that introduces They Want an innovation to Buy does not work out so well as has been anticipated because the plan does not recognize some trait in human nature. This furnishes us with an explanation of more than one advertising failure. If the proposition had been twisted around and tried in some other way, the chances are that it might have succeeded the second

There is a prosperous little mail-order business in one of the central western states that supplies us with a very good illustration of this principle. The plan as first tried did not The man who operates succeed. the business tried to sell duck eggs by mail but evidently the people did not wish to buy them. The next time he started in to sell garden seeds by mail and as an inducement, he offered duck eggs as a premium. This idea

took hold.

What is the principle that made this man fail at first, and succeed on the second attempt? The plausible explanation is that the average person, in modest circumstances, would like to buy a lot of things, but cannot afford to do so. At the same time, there are a lot of necessities that people have to buy whether they can afford to do so or not. It is reasonable to suppose that many persons would like to buy duck eggs, but it is something that they can get along without, They have to buy garden seeds, however, and many of them are inclined to divert their business to that concern that gives them what they have to have and in addition, free of charge, something else they would like to have.

William Wrigley discovered this same principle when he started in the gum business. He recognized that grocers had to, or at least should, carry gum as part of their regular stock. At the same time, they would have liked to buy new showcases, scales and other things to improve their stores, but often could not afford

to put any money into this sort of equipment. Mr. Wrigley, therefore, gave these articles as premiums. This was a strong inducement to the grocer to buy his gum where he could get, free, these other things that he had been wanting.

The point is that the nearer an advertising proposition jibes with the ambitions and inclinations, of human nature the more easily will

it succeed.

Advertising Closes the Sale Well Begun by Salesman

WE hear a great deal said about national advertising as a device which paves the way for the salesman; and some-

times it would appear that we pay almost too much attention to this aspect of the situation. Even when advertising is used in conjunction with an efficient and highly trained sales force the circumstances may be just reversed. The salesman may pave the way for the advertising which finally closes the sale.

An incident which happened a short time ago gives an admirable illustration of advertising in this capacity. One of the country's leading manufacturers, the name of whose product is a household word, decided to build a milliondollar addition to the factory. A manufacturer of a well known nationally advertised building material learned of the projected addition and, naturally, his local representative made strenuous efforts to have his product specified. He told his story to the architect, who listened politely, and then he repeated the tale to the purchasing department. However, despite the most strenuous efforts, he was unable to get to any of the men higher up in the organization, who would really have the deciding vote.

The specifications were finally decided upon and this particular advertised building material was not included.

About twenty-four hours after the matter had been settled, one of the leading officials of this or-

ganization walked out of the office on his way home and bought a copy of a well known weekly magazine from a little crippled newsboy in front of the building. While riding home in his limousine, he glanced over the pages of the publication, and his eye was caught by a double page advertisement for the building material in question. Because this material had been discussed at the directors' meeting earlier in the week, he was sufficiently interested in it to read the advertisement through, and he found to his surprise that it answered some of the objections which had been brought up at the directors' meeting and which, since the product had no representative present to speak for it, had remained unanswered. The outcome was that next day he got a couple of men on the telephone, talked to them about it, and the specifications were changed so as to include this product.

That the advertising in this instance happened to be in a weekly magazine does not at all affect the point of this story. Any other medium might have been used with equal effectiveness to bring to the mind of the men higher up the merits of this product. The point is that here was an individual who could not be reached by the most strenuous sort of personal salesmanship; yet that salesmanship had prepared the way for the advertising to produce the clinching argument, which result-

ed in the sale.

Decidedly the man who takes a narrow view of the possibilities of advertising, as a merchandising force, is certain to find himself left behind by the progress of events!

There must be A Chance quite a number of publishers who for Henry feel themselves entitled to tear their hair with jealous rage at the quantity of free publicity which Henry Ford is getting in the columns of the daily press, in regard to his new publishing enterprise the weekly

Dearborn Independent. Because of his own striking personality, and not because of any deliber-ate attempt to secure it, Mr. Ford has in the past received a very large amount of "personal publieity." Naturally, newspaper editors the country over are discussing Mr. Ford's venture into the weekly magazine field with avidity.

It is a question, however, as PRINTERS' INK has in the past often noted, how much such publicity is worth after all. In his automobile days (he is now reported to have retired in favor. of son Edsel) it is said that Mr. Ford deeply resented the way in which the newspaper paragraphers and others chose to make fun of his product. He is also de-clared by his friends to be the most misquoted man in public life, as to his own personal views and beliefs. Advertising men will be interested in knowing that Mr. Ford feels that only when he has bought advertising display space and placed his own copy in it have his ideas received an adequate presentation.

It is certainly an open question as to whether the publicity which the Dearborn Independent is now receiving will have much permanent value for that publication. When you buy a Ford automobile you can continue to use it until it rattles peacefully into a pile of junk; but a periodical is bought for its editorial excellence, and every issue has to make good on that basis. If it does not, the sub-

scriber will not come back at the end of his year. Mr. Ford has announced that he will put the Dearborn Independent "on the map" if it costs him ten million dollars. PRINTERS' INK would suggest to him that if he really wants to sell the idea of his new publication to the people who ought to be subscribers to it, a widespread advertising campaign using display space in any or all of the recognized mediums, to explain his editorial idea, would be quite as useful as he has found it in the past, for exploiting his politico-economical theories.

Breaking Records

35 years of progress is a stable record for any concern.

In all LIFE'S history it has never enjoyed such record breaking subscription days as at present.

Now in excess of 190,000 net, full price circulation.

In all LIFE'S history it has never enjoyed such a booking volume of advertising.

A Happy New Year to you, too!

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

The Little Schoolmaster's Classroom

THE Schoolmaster was interested to run across an advertisement the other day for an industrial chemist to go to India and teach in a missionary college. The advertisement occupying a full page in the Continent, a well known Presbyterian publication.

Inquiry develops that the advertisement was sponsored by a prominent New York merchant, who is a consistent user of advertising space in both local and national mediums, and that it was placed at regular rates through an advertising agency in the regular course of business, not begged from the publisher on a free or a half-rate basis.

"Great Opportunity for an Industrial Chemist," is the compelling headline. The copy, in part,

reads as follows:

"Christian leaders in India see the unmistakable beginnings of a great industrial development in that land, with its more than 300,000,000 population, comparable to that which came over Japan some twenty-five years ago, and they are most anxious that the men who lead in this development shall

have Christian training.

"The people of India are eager to provide for themselves many of the products which they have here-tofore imported from other countries. They want to tan their own leather; refine their own sugar; extract oil from cottonseed and castor beans; print the cotton fabrics which are used in such large quantities; and develop other important practical industries. Hitherto, none of these things have been done in India in any large or satisfactory way.

"The British India Government has been very sympathetic toward this new enterprise and has given it substantial financial support. Forman Christian College is one of the colleges conducted under the direction of the Presbyterian Board of Foreign Missions, the whole Department of Chemistry

being at present in charge of Professor P. Carter Speers, who went to Lahore in 1914 direct from Princeton.

"Its pressing need is an Associate Professor of Chemistry with special experience in Industrial Chemistry. This man ought to leave for Lahore during the month of March, or earlier if possible. The appointment would be for a two or three year term, with the hope and expectation that the person appointed would wish to give himself to this as a life-work. That, however, would not now be made a condition to the acceptance of the appointment."

It is a significant indication of the new spirit of the times and the growing appreciation of the force and mission of advertising when a call for an industrial Christian missionary is extended through paid advertising space as an opportunity for a red-blooded man, instead of depending wholly on the time-honored method of coaxing men, through editorial appeals and pulpit oratory, to make a great sacrifice for their fellow men.

The copy appeals to the Schoolmaster as being very well written. It is clear and direct and states the proposition honestly and with commendable restraint. Commendable also is the fact that this copy was not squeezed into a quarter or half page in small type, but was instead, at the direction of the man behind the advertisement, so the Schoolmaster is informed, given adequate treatment in full page space. The very size and physical appearance of the advertisement reflect the importance the man who is paying the bill attaches to the opportunity presented in the copy.

Last Friday, the Schoolmaster entered a tobacconist's shop to buy his Yuletide stock of panatellas

The clerk—the only one on duty—was busily engaged in showing

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotype orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York
CINCINNATI
Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

WANTED

WANT to buy a trade or class publication in a field where there is a well defined opportunity for expansion. The character and standing of the publication must be AA1, with a real future. If you have such a publication, arrange for an interview by addressing "M. M.," Box 254, care of Printers' Ink. Communications, also interviews treated in the strictest confidence.

DOMESTIC ENGINEERING

A weekly publication read by the progressive Plumbing and Heating Contractors

Livest in the field. Member A. B. C.
OLD COLONY BUILDING, CHICAGO
NEW YORK OFFICE: 200 FIFTH AVE.

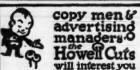
Buildings and Building Management

City Hall Square Building, CHICAGO

Reaches owners and managers of skyscrapers, apartment houses and other large buildings. Issued monthly for twelve years and successfully used by many large advertisers.



Producing, Redning, Marketing and Distributing of Petroleum and its Products.
14 E. JACKSON BLVD., CHICAGO



write for proofs -right now! 303 Fifth Avenue, New York.

More rated retail Department, Dry Goods and General Miles. Stores are paid Subscribers to the Merchants Trade Journal than to any other trade publication.

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York, Chicago Indianapolis an assortment of pipes to a lady who wished to purchase one to slip in her husband's Christmas stocking.

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Before her, spread upon the plate glass counter, the obliging sales-person had placed a dozen different varieties — meerschaums carved in gargoylish intricacy and weighing a ton; pipes of exotic woods from Zanzibar with filigree bands of gold around both bowl and stem; pipes claw shaped with decorative doofunnies—all in green and pale pink plush lined cases.

and pale pink plush lined cases.

The lady had probably been there some time—and the clerk, despite his good intentions, was getting somewhat ruffled. He turned to wait upon other customers now standing around scarce concealing their amusement. But the Schoolmaster lingered.

The lady picked up one pipe, then espied another. She pondered lovingly over a creation showing the wreck of the schooner Hesperus done in synthetic meerschaum, and with calm deliberation essayed to pass critical judgment upon a Turkish hookah. She shopped as though she were shopping for a springtime bonnet. Finally a frown gathered upon her brow.

In sheer desperation she turned to your Schoolmaster. "I don't know a single thing about pipes," she confessed. "What kind would you buy?" The Schoolmaster told her—a plain substantial briar minus all garnishment; possibly if he felt extravagant, a neat combination set in a case.

"Now you're talking," chimed in the clerk, a ray of sunshine illuminating his face. In a jiffy he conjured up precisely the thing. Between the two of us men, we chose an outfit.

"Why did you show me all those then?" queried the lady indicating the hand-carved embroidered pipes. "If they are not the kind men smoke, why do you sell them?"

"GIBBONS Knows CANADA"

"Them?" the clerk pointed a derisive finger in their direction. "We've got to keep a stock of them around the holidays. They're the kind of pipes women like to give at Christmas."

The lady laughed. "Maybe you're right . . ." Then as she turned to go, "I really like that carved

meerschaum best!"

* * *

Shopping for the opposite sex is always sor, what hazardous business. It is a wonder more merchants do not recognize its troublous existence and cater to those gift givers beset by many perplexities. Some of the larger department stores have suggestion bureaus, but the Schoolmaster has experience with only one firm which makes a distinct bid for this trade. From it he has received two letters during the past month, offering the services of the store's expert shoppers in selecting gifts that would appeal to the female of the species.

"When you come in," reads a letter in part, "ask for Mr. Davis. You need have no embarrassment in telling him precisely what you want. Then he will personally explain to our expert shopper and have a selection sent up to his private office where you can pick out what most appeals. But you will have every assurance that the articles will first be approved as gifts for a woman. Just one thing to remember—don't forget the size. Waists and gloves and hosiery are bought according to size.

"Instead of guessing and giving useless feminine presents, select an article of apparel—either 'intimate' or otherwise—and it will be much more appreciated."

Secure Account of Morris & Co.

Morris & Company, Chicago packers, have placed their advertising with the Williams & Cunningham agency, also of Chicago.

Herbert Mainwaring has been added to the staff of the Franklin P. Shumway Co., Boston Advertising agency, as editorial writer.

I want to talk with the head of an Advertising Agency

THE "head" I have in mind is an executive with vision, which permits him to see helds, almost virgin, in that vast and comparatively uncharted land known as the "farm market," and with a healthy desire to share in the harvest.

He has, in the past, refrained from destrable accounts, and it is even possible that he has been obliged to "side stop" some, because he did not have in his organization, the man whose specialized experience enabled him to establish sure contact and give to these accounts the 100 per cent service his Agency proposes to give to its elients.

LTE is now ready to "put his house are in sight, and waiting only for some based upon a proven accurate knowledge of the merchandise and the market, to "show" the man behind the appropriation.

I F this "head" will drop me a line, stating when it will suit his convenience, I will be glad to call and talk about myself.

IF my story, of fifteen years of uncommonly broad experience, analyzing, merchandising for, advertising
to and seiling the farm market; an exhaustive knowledge of farm implements
and farm equipment; aucossful creecient agency experience to enable me
to find my way about, and my abulity
to meet big men on common ground,
lead him to think, that as a member
of his organization I would find the
opportunity to capitalize my experience
into big results, then, in all probability, our interview will result profitably
for both.

I AM not out of a job, nor have I been so for at least fifteen years. I am successfully holding down a comparatively big proposition, but for the best of reasons, I desire to make a new connection.

Address "T. B.," Box 252, care of Printers' Ink.

FOREIGN TRADE

Can best be reached by direct mail advertising in foreign languages.

LET US HELP YOU

We are specialists in compiling and issuing Books, Publications and Catalogs in foreign languages.

At it since 1892

National Printing & Publishing Co. 2100 Blue Island Avenue, Chicago, Ill. igh class supplied

Charles Francis Press 461 Eighth Avenue New York City

ADVERTISING MANAGER

One of the biggest Advertisers in the Construction field is looking for a man to take entire charge of its advertising work. A knowledge of trade and popular magazines, mail, convention and catalog work is required.

Hard work and initiative are two prime requisites. Ample salary with a future in a fast-growing organization are assured to the right man. Appointment in New York or Middle West.

Your experience in building field as well as in advertising will be of interest to

> "A. B. C.," Box 253 Care of Printers' Ink

New rates for advertising in PRINTERS' INK go into effect January 1st. 1919

Winter Golf League Tournament

Arrangements have been completed for the 1919 tournament of the Win-ter Golf League of Advertising Inter-ests, which is to be held at Pinchuret, N. C., January 13 to 18. Don M. Par-ker, chairman of the Tournament Comcsts, which is to be need at Pinenurst, N. C., January 13 to 18. Dom M. Parker, chairman of the Tournament Committee, announces as the first event on the programme a "Peace and Prosperity Foursome," best ball handicap to be played Saturday morning, January 11. Then comes on Monday the "Qualifying Round." The 32 best gross scores will constitute Class A, the 32 next best, Class B, and so on in groups of 32 until all have been classified. The First, Second and Third Match Round will be played Tuesday, Wednesday and Thursday.

A special event of the sixteen players in each class who have been eliminated from the main tournament has been set for Friday. On Saturday will be played the Final Match Rounds in all divisions of each class. A special event for this last day is a Red Cross Handicap, with an entrance fee of \$2.50, the proceeds to be donated to the Red Cross. Special prizes will be awarded to the winners.

The women will qualify on Monday, the classes being arranged the same as for the men. A Women's Putting Contest, to last all week, in which prizes are offered, will be held.

H. H. Treadwell, president of the League, expects a large turnout of members. Last year, owing to the war and the fact that so many were tied up with Government work, the attendance was less than usual. Now that the war is over, it is believed that such an outing as has been planned will bring to Pinehurst an old-time crowd. Headquarters will be at the Carolina Hotel.

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Fertilizer Campaign in Southern Farm Papers

The Soil Improvement Committee of the Southern Fertilizer Association has inaugurated, a campaign along educational lines in farm papers of the South. The account is handled by the Johnson-Dallis Company, Atlanta, in which city the headquarters of the organization are located.

Hall Printing Co. Opens New York Office

W. F. Durnser, who has been representing the W. F. Hall Printing Co., Chicago, in Washington, has been placed in charge of a new Eastern office which the company has opened in New York. He will cover New York City and other territory in the East.

To get national distribution WITH Heegstra

Classified Advertisements

HELP WANTED

WANTED

A TECHNICAL WRITER FAMILIAR WITH ELECTRIC RAILWAY OP-ERATION. Address Box 341, care of Printers' Ink.

SOLICITOR

With agency or newspaper experience. Transportation paid and \$50 per week advanced against commission. Box 350, care of Printers' Ink.

GOPY WRITER WANTED
Mid-West agency handling National
business. Must be a writer! Send complete information. Box 344, care of Printers' Ink.

Large New York manufacturer wants advertising manager familiar with trade paper and wholesale direct-mail cam-paigns. Desirable connection for a comer. State experience, qualifications and sal-ary expected. Box 347, Printers' Ink.

A bright young man who has had some agency experience with rates and sending orders to publishers, can make a connection with an old established house, where his ability to make himself useful will mean rapid advancement. Address box 355, Printers' Ink.

Wanted—Somewhere there is a capable copy writer with a lack of personality, who has often thought that he would like to become a partner in a small paying agency, where the only investment required would be his ability. If you are such a man we want to get in touch with you. Box 351, Printers' Ink.

WANTED

High-grade assistant in advertising department of prominent manufacturer of machinery.

Applicant must have a mechanical engineering college education or its equivalent and previous advertising experience.

State fully, age, education, experience, present remuneration and refer-

Address Box No. 330, Care of Print-

WE NEED A MAN who is familiar with electric power switchboards, and who knows how to write. Technical graduate preferred. Address Box 340, Printers' Ink.

Nationally known paint and varnish manufacturer with established business wants salesmen to handle railway and street railway trade in New York, Philadelphia and Chicago territories. Men must have standing and acquaintance, and ability to produce in big way. State qualifications, previous experience, salary expected, age, and references. Box 339, Printers Ink.

COPY WRITER

Big Southern daily has permanent posi-tion open in service department for bright young man or woman who is exprignt young man or woman who is ex-perienced in writing copy for retail mer-chants and capable of making attractive layouts. Must be an expert letterer. Send samples of work and state experi-ence in first letter. Position pays \$40. Box 346, Printers' Ink.

A leading newspaper in a New England city, a little under 100,000 population, wants a young man who has had adviction. He can have an interesting part of a well managed organization and the paper absolutely the leader in its field. State experience, salary expected and send photograph: if convenient. Box 327, Printers' Ink.

IF

you are an Artist capable of handling Pen and Ink and Poster work and desire to earn a partnership in a well-established small agency, where the opportunity to earn above the average returns depends upon your ability in turning out snappy Newspaper illustrations and both large and small Posters, we wish to get in touch with you. Your ability will be the only investment required and your salary a livable one. Write Box 352, Printers' Ink, for details and your salary a livable one. Write Box 352, Printers' Ink, for details and state your ideas along these lines.

COPY WRITER

with some technical knowledge, skilled in layout work and preparation and production of booklets. Wanted by large industrial concern of national scope. Answer fully, giving details; state experience, salary expected, etc. Box 334, Printers' Ink.

MAN WANTED

A large mixed-feed manufacturer (not in New York or Chicago) now doing a large business by mail wants advertising man to take charge of this department and increase its sales. A man who has had experience as a salesman, preferably a sales manager, is preferred. The ability to write strong, forceful letters is required. In answering give full details about your past experience, age, salary you usually get, and, if possible, send photograph. Box 358, care of Printers' Ink.

WANTED

A man experienced in compiling mailing lists, also to help in the preparation of directby-mail advertising. To be located in New York City. State experience and salary desired in first letter. You must be a worker and prepared to come immediately.

Box 359, Printers' Ink

MISCELLANEOUS

i.Mortor OCEAN TO OCEAN CINCINNATI

For sale, only daily newspaper in 11 counties, in one of the best cities of 16,000 population in the South. Large outside interests of owner reason for selling. Address "Sunny South," Box 345, care of Printers' Ink.



PHOTOGRAPHS, REPRODUCTIONS for Advertisers at low cost. Plain and Colored Photos, Post Cards, Calendars, Mdsc. Illustrations, Etc. Quality, quantity, quick service. Consult us. Photo Finishing Co., 3159 Indiana Ave., Chicago, Ill.

POSITION WANTED

Released from Navy and now want a job; 8 years' advertising agency ex-perience, 5 years in the handling of me-chanical details. Age 24. Box 353, Printers' Ink.

NEWSPAPER BUILDER

With record of success, open for new contract to develop daily to full possi-bilities. Address Box 326, care of Print-

WANTED—Position with advertising firm, to write ads, do editorial work. College graduate, now editorial assistant, Finest references. Salary \$35-\$40. Box 336, Printers' Ink.

Executive position in civil life desired by Lt.Col. General Staff. Graduate West Point and U. of P. Law School. 16 years' experience executive work. R. M. B., room 342, War Department, Washington, D. C.

Account handler; trained sales copy writer. Experienced clothing, drug, gro-cery lines. Nine years' agency and re-tail advertising work. Now employed. More money and bigger job wanted. Box 343, Printers' Ink.

I am under fifty; have travelled from coast to coast selling books to the trade. want something with less travelling; to represent an out-of-town concern; to look after an office or to sell New York and vicinity. "Travel," Box 335, P. I.

SALES AGENCY WANTED

Manufacturer seeking eastern representation can secure services of reliable concern with established office and sales force. Address Room 2039, Grand Cen-tral Terminal, New York.

YOUR BUSINESS PROMOTED
I prepare strong sales letters, circulars, booklets, financial prospectuses and complete trade, newspaper and magazine advertising campaigns. Satisfaction guaranteed. Reasonable rates. "Ad-Specialist," 2687 Woolworth Bldg., New York.

TYPOGRAPHIC DESIGNER.

Layouts that embody all the principles of correct design. Practical printer. Available Jan. 1st. Position preferred with live Ad Agency or daily newspaper. Box 349, Printers' Ink.

ADVERTISING MANAGER

High-class Advertising and Sales execu-tive open for a connection January 1st. Seven years' experience as advertising or sales manager, built up on a founda-tion of actual selling experience. J. M. Case, 510 Paris Ave., Grand Rapids, Mich.

Young lishers publish in adv writing ing, bo lent re

Her Home and ex lishing iginal,

ADVI office trainit perien detail or ass manas ences. Pract

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> Coul of ex win tions daily servi a fe verti hefo gani SOTT somb

dow 118e your Young woman wishes position with publishers or advertisers. Has been with publishing house six years. Experience in advertising and magazine editorial writing. Knowledge shorthand, typewriting, bookkeeping. Good education, excellent references. Box 342, Printers' Ink.

Here's the Man You Need

Home again—a splendid layout artist and experienced copywriter. Highly rec-ommended by technical, agency and pub-lishing concerns. Unusually practical, or-iginal, adaptable. Box 357, Printers' Ink.

ADVERTISING MAN, former agency office manager, with college and business training and five years' advertising experience writing copy, making layouts, and handling cuts, printing, and agency detail work, wants position as advertising or assistant advertising manager, office manager, or on copy staff. Best references. Box 328, Printers' Ink.

Practical Pictorial Publicity Manager

With all-around knowledge of inside problems of national pictorial publicity, through eight years constructive work as Art Director of a group of national magazines. Is available after January 1st for part time advisory work, or whole time arrangement. Box 356, Printers' Ink.

TWO GOOD MEN

One a copy writer or advertising manager, the other a merchandiser, mail sales organizer and writer. Good team, but will separate. Both men of long, successful experience. Seek better jobs than they now have. Chicago preferred, but will go anywhere. Address Box 348, care of Printers' Ink.

I want to find an advertising manager in environs of New York City, who needs a young woman familiar with all details of advertising practice, to manage details of advertising practice, to manage office routine. Have had experience with advertiser, agency and publisher. I can assume a heavy burden of detail, including the personal answering of many letters, and handle it quickly and efficiently. Only position with responsibility and proportionate salary considered. Now employed; available on three weeks' notice. Box 333, Printers' Ink.

Could you use a man who has had plenty of experience and realizes that he cannot win as all around man on small publications? Able to handle advertising on daily or class publication and conduct service department. In Portland, Oregon, a few years ago I handled street car advertising successfully for Mark Ashley, before he sold his privilege to larger organization. Handled a monthly also, and some copy work. Still sober, but not sombre, and unmarried. Want to settle down. State your proposition, if you can use man with common-sense, 45 years young. Emil Held, P. O. Box 562, San Benito, Texas.

Display Manager of ability, now in charge of window display service of a national advertiser, would change to similar position. Able to create and carry through practical display ideas, cutouts, posters, etc., from inception to where used. Quiet, clean-cut American. Age 31. Fair salary. Box 337, Printers' Ink.

ADVERTISING MANAGER
Former managing editor of trade paper
with editorial staff of ten, now handling
sales, publicity and advertising for manufacturing company, leader in its field,
desires change to larger concern wanting man who can conduct live house oring man who can conduct live house of-gan, direct-mail campaigns, prepare ef-fective advertisements, write booklets and pamphlets. Age 35. Salary, \$2,600. Box 331, Printers' Ink.

ADVERTISING EXECUTIVE

of exceptional experience wants to grow with responsible position. Just out of the army. 26 years old, married. Thoroughly conversant with dealer services and sales pro-motion work. Proven ability to handle details of layout, copy, print-ing, engraying and art. Write, of-fering interview, Box 332, Printers' Ink.

ADVERTISING-CIRCULATION

ADVERTISING-GIRCULATION
I HAVE A SUCCESSFUL RECORD
OF 15 YEARS, IN THE CHANNELS
E M B R A C I N G ADVERTISING,
SALES, CIRCULATION, AND DISTRIBUTION. I WANT TO CONNECT WITH EITHER PUBLISHER,
ADVERTISING, OR SALES ORGANIZATION IN ANY OF THESE
CHANNELS. BOX 329, PRINTERS'
INK.

FOREIGN TRADE

Advertising man, six years work and actual residence in Central America, intimate trade experience, combined with statistical investigation, now officer U. S. Army, is after connection more attractive in future than the \$250-a-month job, with house furnished, held for his return. College graduate, M. A. of Columbia University, speaks Spanish and German. Box 338, Printers' Ink.

Recommended by Chief Purchasing Officer A. E. F.

for permanent position in army, but prefer to add 500 days of unusual food experience to 6 years of pre-war diversified advertising knowledge and get back into business. I can write, talk and sell advertising; have high recommendation of executive ability. Old position open but desire a larger apportunity with desire a larger opportunity with a strong eastern or mid-western agency. Box 354, care of Print-ers' Ink.

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We maintain Offices and Poster Plants in over 400 large cities and towns in twenty-three states acting as service stations to the advertiser

Thos. Wasack 6.

CHICAGO NEW YORK

Largest Advertising Company in the World

Chicago Tribune Lead Grows

During the past month—November, 1918— The Chicago Tribune printed 45% of all the automobile advertising run in Chicago newpapers, as compared with 33% in November, 1917.

The Chicago Tribune printed more motor truck advertising in November, 1918, than all other Chicago newspapers combined.

These records are the natural result of the fact that The Chicago Tribune not only appeals to the best classes and highest purchasing power in the Central West, but in November attained an average net paid circulation of 454,056 daily, and 716,294 Sunday.

The Chicago Tribune MITHE WORLD'S CREATEST NEWSPAPER MA

No one interested in the sale of motor trucks can afford to be without The Chicago Tribune's treatise on motor truck merchandising problems in the Chicago Territory. Sent free on request.

